

ZARA

**Accountable Fashion Campaign: Media Kit**

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# News Release

FOR IMMEDIATE RELEASE

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## **Zara set to reveal new apparel line made with 100% recycled material**

The retailer's new line leads charge towards sustainability in fast fashion

CHICAGO, JANUARY 15, 2020 -- On Sunday, March 1, 2020, Zara will reveal its first-ever collection made from 100% recycled materials, as part of its Spring 2020 line. Not only will the entire collection be made from recycled fibers, but 10% of the profits from the collection will be donated to organizations fighting climate change (these organizations are listed on [Zara's website](#)).

The collection is the first installment of Zara's #accountablefashion initiative, which aims to address the negative ramifications of fast fashion. In order to make an even greater impact, Zara has also announced that 10% of profits from the collection will be gifted to organizations fighting climate change. The new collection will be sold in stores and online for a limited time only, but the company already has plans for subsequent apparel drops featuring 100% recycled material, which have been set to be released within 2020. The company's decision to begin the #accountablefashion movement is Zara's first pivot in a series of initiatives that are aimed at reducing the company's carbon footprint and overall waste.

Environmental initiatives are new territory for the company, but Carlos Crespo -- CEO of Zara's parent company Inditex (OTC:IDEXF) is unphased by the coming changes.

"We're extremely proud of the steps our company is taking to hold the fashion industry accountable," said Zara. "Zara has always been an innovative company, and we want to lead fashion into a new, more sustainable era."

Crespo stated that along with Zara's commitment to using recycled materials in their first #accountablefashion collection, Zara has also committed to using recyclable shipping materials for online orders.

“Our company cares about our customers’ values. We’ve had a lot of people asking us to take our responsibility to the environment more seriously, and that’s why we are making changes not only in how we make our clothes, but in how we source them and ship them as well.”

Visit Zara’s website, [www.Zara.com](http://www.Zara.com), to learn more about the organizations its donations will be supporting, and where its new recycled materials will be sourced from.

#### About Zara

Zara is a Spanish clothing retailer based in Galicia, Spain. The company is the flagship chain store and brand of the Inditex Group, the world's largest apparel distributor. Founded by Amancio Ortega in 1975, Zara’s collections feature low cost lookalike versions of high-end fashion trends. The retailer’s highly efficient supply chain enables them to produce and distribute new collections quickly in order to keep up with trends. Zara produces over 450 Million products per year. For more information, visit [www.Zara.com](http://www.Zara.com).

## Media Pitch

**Subject:** Retail Behemoth Calls for Sustainability in Fast Fashion

To: Vanessa Friedman (Fashion Director and Chief Fashion Critic for The New York Times)

Hello Vanessa,

Right now, the durability of the fast fashion industry is being tested.

Today more than ever before, consumers are making purchasing decisions based on how companies' values align with their own. This trend has presented a unique challenge to the fast fashion industry -- one that is known for its harmful impact on the environment. As an acknowledgement of its responsibility to consumers and the environment, retail behemoth Zara plans to launch its #accountablefashion campaign; an ambitious initiative to commence the retailer's company-wide evolution towards drastic reduction of its carbon footprint and waste.

To kick off these changes, Zara has planned to reveal the company's first-ever collection made from 100% recycled material on March 1st, 2020. Not only will this collection, which will account for the majority of Zara's Spring line, be made from recycled fibers, but 10% of its profits will be donated to various organizations fighting climate change (these organizations are listed on [Zara's website](#)).

CEO Carlos Crespo explained that Zara aims not only to overhaul its internal policies, but also to push other retailers to adopt better environmental practices: "We're extremely proud of the steps our company is taking to hold the fashion industry accountable. Zara has always been an innovative company, and we want to lead fashion into a new, more sustainable era".

Given your past work for The New York Times, I think your readers would be very interested to learn about this monumental step towards sustainability in fast fashion.

Additionally, I would like to take this opportunity to invite you to attend an exclusive media preview for the new line, during which you would have the opportunity to see and learn more about the collection prior to its release. I attached a fact sheet for the event below for your convenience.

Let me know if you would like to receive more information in regards to Zara's announcement, or to hear more specifics about our media preview.

Best Regards,  
Devon Thomas

**To:** Vanessa.Friedman@thenewyorktimes.com

**Subject:** Media Advisory: Zara

## Zara Media Advisory

FOR IMMEDIATE RELEASE

February 30, 2020

### **Zara set to reveal new apparel line made from 100% recycled materials**

- What:** Zara is set to reveal its first collection this spring, featuring 100% recycled material. The company will donate 10% of the collection's total profits will be to organizations fighting climate change (listed on [Zara's website](#)). The entire spring collection will also be shipped using sustainably sourced, recyclable materials.
- Who:** Zara is the flagship store and brand of the Inditex Group, the world's largest apparel distributor.
- When:** The company is set to release the collection on Sunday, March 1, 2020.
- Where:** Zara's new line will be available in all its brick and mortar stores and online on [Zara's website](#).
- Why:** "Our company cares about our customer's values. We've had a lot of people asking us to take our responsibility to the environment more seriously, and that's why we are making changes not only in how we make our clothes, but in how we source them and ship them as well." - Carlos Crespo

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## Social Media Posts

### Twitter:

Spring is a time of renewal. That's why on March 1, 2020, Zara will renew its commitment to the environment by releasing our first collection made from 100% recycled material. The time for #accountablefashion is now.

### Instagram:

100% Recycled. 100% Sustainably sourced. Our new collection drops March 1, 2020.  
#accountablefashion

### Facebook:

As a company, Zara is working hard to maximize its positive impact and to hold the fashion industry accountable for its negative impact on the environment. That's why on Sunday March 1st, we're kicking off our #accountabilityfashion campaign by releasing our first collection made only from recycled materials.

# Fact Sheet

FOR IMMEDIATE RELEASE

February 30, 2020

## **Zara to host media preview of spring collection made from 100% recycled materials**

**What:** Select media personnel are invited to attend an early preview of Zara's new 100% recycled spring collection. The event will begin with an informal reception (food and beverages provided), followed by a showing of the new collection. After the showing, media personnel will have the opportunity to participate in a Q&A session with an executive panel: featuring Zara's CEO, Creative Director, Director of Public Relations, and Chief Sustainability Officer.

**Who:** This event is hosted by Zara -- the flagship apparel brand of the fashion retailer Inditex Group. The company's spring collection preview will have a variety of guests in attendance: including the members of Zara's executive panel, select fashion editors, journalists, and bloggers, and reporters from a variety of environmental organizations and media outlets.

**When:** The event will be held from 6:00 PM to 8:30 PM on Friday March 13, 2020.

**Where:** The preview of Zara's spring 2020 line will be held in 501 Union's reception hall and lounge, at 501 Union Street Brooklyn, NY 11231.

**Why:** Zara's spring collection preview will allow Media personnel to view Zara's groundbreaking new collection before it is released. The event will also be an opportunity for some of fashion's biggest players to engage in conversation about fast fashion's environmental impact, and what initiatives Zara is taking to reduce its footprint.

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