

#DEARCANADA – SAVE THE DATE – ZARA LAUNCHES ONLINE STORE MARCH 6TH.



[#DearCanada](#), there was a time one had to literally hunt for a Zara store. At first the Spanish retailer were only available in their homeland but quickly spread across Europe and in record timing settled in North America. Zara was always a place one had to stop on a layover or vacation if they wanted to get affordable fashion that was also on trend. My sister and I would spend hours deep in concentration amongst the hustle and bustle of the constantly busy retailer when on vacation in Europe.

Even today in Canada, there is never a day where Zara doesn't have the hustle and bustle of trendy fashionistas looking to add to their looks. Like most retailers who cross over the seas, the selection tends to be a little different. Just the other day a lady stopped me on the street to inquire about the Zara jacket I purchased in Amsterdam close onto 4 years ago; which still remains classy and in style as well as one of my favourite pieces. We went on to discuss on the quality and longevity of Zara's products and how disappointing it is to not get every single style they make in Canada. Oh well, the selection here is still great to be fair.

Despite being a fast fashion retail outlet, Zara still has quality clothing that can stand the test of time and even though you can't get the same collection as you would in Europe, Zara is still one of my favourite retailers for affordable clothing that fits my style. There's something for everyone even if you don't want to be right up to date with the trend of the season. There's something for men, something for kids and something for the working professionals

Zara has always been known for it's simple approach to advertising, if any at all, however, now adapting to the times and taking up the opportunity to reach others who do not have a Zara stores close to them, the retail hot spot will be joining the online revolution by launching their e-commerce store **March 6th**.

It's been interesting watching the spread of this news, nothing too fancy, simple press releases with little blue boxes to the press and yet i'm sure this news will spread like wildfire. It's great to note that the e-commerce pricing will match in-store prices and shoppers will have a selection from 22 Canadian retailers to choose from. Shoppers online will also be happy to hear the approach Zara will be taking to their online return and exchange policy will allow us to return selections that don't fit or need to be exchanged directly with their local store or have their items picked up at their home

So don't forget to save the date and happy shopping March 6th. Welcome to the online revolution Zara.com, we're happy to have you here.

