



FLATS ARE FOR QUITTERS

ZARA Launches Online Store in Canada – Tomorrow!

Get those credit cards warmed up, ladies and gentlemen. ZARA is coming to town! After listening to me complain (for years!) about lack of e-commerce for us Canucks, the global retailer has finally heard my prayers and is allowing us to shop online.



Beginning tomorrow, March 6th, Canadians will have the opportunity to actually make purchases from ZARA's online shop, with a full range of women's, men's and children's clothing and accessories. Canadians will be joining a 22-market network in which ZARA.com operates. I know what you're thinking, as if there were 22 other countries that came before us – OUTRAGEOUS!

So here's the deal people, all items on ZARA.com are identical in price as in store, which is HUGE! Regardless of the selected delivery option (ranging from FREE to \$9.95 for express orders), product orders will be wrapped in purpose-designed eco-friendly packaging which keeps purchased garments in an optimal state until delivery. [How environmentally friendly of you, ZARA!] Additionally, the exchange and return policy is identical to that offered in-store: during a 30-day period and free of charge, unwanted items can be returned to Zara stores or scheduled to be picked up at home.



The user-friendly site, which is accompanied by a new mobile app for iPhone, iPad, Android, Window's Phone and Blackberry 10, has been designed to make your online shopping experience as easy as possible. Too easy if you ask me – I can already hear it: cha-ching, cha-ching! 😊 In addition to digital features such as online collections with photos, lookbooks, and videos, users can also sign up for a newsletter to keep them abreast of the latest fashions and trends.



Last week, I opened my mailbox to the most wonderful present ever: early access to ZARA's Canadian e-commerce site! Along with a few other members of the Canadian media, I had the opportunity to be one of the very first to shop my little heart out, and that I did!



Stay-tuned for a *Flats are for Quitters* styled piece with my new ZARA lovelies. I can't wait to show them off – and don't forget to visit www.zara.com TOMORROW to be one of ZARA's first Canadian online consumers!

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