

Zara Launches E-Commerce in Canada

 FEBRUARY 28, 2013 BY [SPIRO MANDYLOR](#)  [LEAVE A COMMENT](#)



Toronto, February 28, 2013 – Spanish retailer [Zara](#) is a well-known low-cost / fast-fashion juggernaut who unlike its contemporaries, has been known to do very little in the way of advertising and social media. That being said there is a media push to announce the launch of Zara's online store in Canada, which goes live on **Wednesday, March 6, 2013**.

[Zara.com](#) or [Zara.ca](#) will run a very sleek easy-to-navigate online store with delivery to the entire country. Zara's online shop will sell the same full range of women's, men's and children's clothing as found in Zara's stores. Online shop's prices *will be identical* to those in Zara's stores, and shoppers can pay for their purchases with the usual means of payment as well as PayPal. The return and exchange policy will be the same as that in Zara stores. The best feature of the online store is that in addition to traditional shipping options, customers can choose to have items dropped off at the nearest Zara store for pick up at zero charge.

We had a chance to preview and test out the new website and can honestly tell you that they did a great job. The website is designed to make online shopping as consumer friendly as possible. The garment search function is enhanced by several filter options including garment type, colour, size, price, etc. Shoppers can also locate specific items by reference number, garment description, category, etc. You're going to love it.

