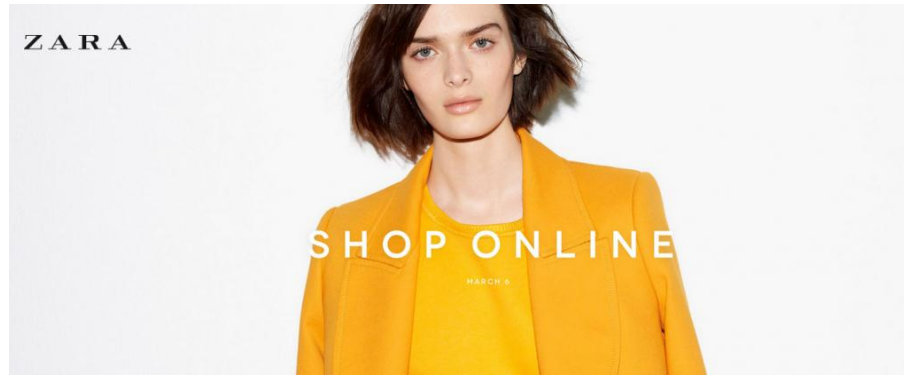


POLKADOT WEEKEND

Good News

February 28, 2013 by [Dayna](#)



I usually keep my blog pretty personal. I figure most newsworthy things are already being covered all over the web. That being said, once and a while something comes along that is too exciting for me to not blog about. This is how I feel about Zara Canada launching online shopping.

I've always been a huge fan of Zara's product. There's something so spot on about the timing and style of their merchandise, you can be ahead of the trend for a really great price. It's probably because of these things that on more than one occasion, I've spotted something I absolutely adore online but by the time I get to my nearest Zara store, they are either out of my size or out of the style completely! Once I phoned every Zara store in Toronto, reference numbers in hand, trying to track down the perfect pair of tapered boyfriend jeans. I never did find those subtly destroyed and expertly faded pants, but now I have hope that those jeans and the struggle to find them will soon be but a distant memory of the dark ages of Zara. I'm completely aware that this particular case of the Zara blues is probably a classic example of what my generation refers to as a First World Problem. Having said that, I think this launch could do some serious good for the closets of Canadians.

The other day I was relaying this joyous news to my best friend who still lives in our hometown of Thunder Bay, and she replied with something that shocked me to my core: "I've never been to a Zara" she said. I was so completely flabbergasted that I yelled out in shock in what was probably not an appropriate volume for the tiny vehicle we were sitting in. When I really think about it though, it does make sense. Even though Zara is growing at a rapid rate and has about 5,900 stores in over 85 countries, there are only 45 stores in the United States and even less than that in Canada. I'm sure my friend will get to a Zara store eventually but in the meantime I'm happy she and all of us other Canadians will have access to Zara's great selection of stylish pieces in just a few clicks.

Zara online shopping will launch in Canada on March 6th! For more interesting details on the history of Zara check out [this NY Times article](#).