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SHOP TALK

Zara launches online shopping in Canada



After years of waiting for **Zara** to bring online shopping north of the border, the retail giant is finally launching its Canadian online shop and mobile app. Both [the website](#) and the app have the full range of men's, women's and kids' apparel at the same prices as in stores, and Zara is offering free delivery (with eco-friendly packaging, no less) anywhere in Canada for purchases over \$50. The return policy is also consumer-friendly: shoppers can return online purchases to any store within 30 days or can have them picked up from home at no charge. The e-commerce launch comes days after the announcement that Toronto is [getting a brick-and-mortar Zara Home store](#) before the U.S., suggesting the company is finally paying Canada some attention. Consider us mollified.

by [Michelle Reddick](#)

March 5, 2013 at 4:50 pm