


TORONTO IS FASHION

DEAR CANADA, ZARA OPENS SHOP ONLINE

 RICHARD AND MARC  FEBRUARY 27, 2013  COMMENTS (0)

ZARA

"Dear China." This is how international fashion retailer 'Zara' welcomed shoppers to the new e-commerce sections of their website in the Chinese market. Having entered the mainland Chinese market in 2006, two years after their debut in Hong Kong, the fashion company already has over 100 brick-and-mortar stores based in more than 40 Chinese cities. With this rapid international expansion, and a growing list of shoppers, it was only a matter of time before Zara would launch a Canadian e-commerce section on their websites, and they are welcoming the Canadian shoppers with "Dear Canada"

The Spanish-based retailer has faced some serious competition from big names like Forever 21, H&M and TOPSHOP recently. Making the move to offer customers more options to wear Zara's great fashion pieces was only a natural step in the brands evolution. Canadians will be able to shop online through the Zara Canada website starting March 6th. You can tweet your excitement and questions to [@ZaraCanada](#) using the hashtag #dearCanada. Visit the official Zara Canada website by [clicking here](#).

