Zara teams up with the New York City Ballet to continue elevating its brand positioning

By Triana Alonso - 24 January 2022

Removing the fast-fashion label to the Zara brand is one of the main objectives for the new era of the fashion company under Marta Ortega, who will take the position of President of the Inditex group this spring. The Galician brand had already started to develop a more prestigious image through its collaborations with renowned photographers, designer brands, and influential people in the fashion industry, resulting in a progressive increase in their prices. New brand extensions and premium collections launched by the brand reinforce its ongoing efforts of distancing itself from other fast fashion brands, including its latest initiative: a capsule collection in collaboration with the prestigious New York City Ballet.

Zara assigns Italian-born artist, Vanessa Beecroft, as creative director of this collaboration composed of delicate garments inspired by ballerina costumes, designed for dancers and non-dancers alike. Professional dancers become models for the campaign, posing for the chiaroscuro aestheticized photographs and pictured in a series of supposedly candid polaroids.

The campaign images look like scenes directly taken from the Oscar-winning film, "Black Swan", as smokey-eyed makeup and tight hair buns adorn the models wearing the black and powdered-pink garments. The short tulle dresses resembling tasteful tutus take center stage of the collection additionally including a transparent bodysuit, lightweight asymmetrical dresses, ruffled tops and shorts, knitted sweaters, alpaca leggings, a strapless jumpsuit, and a pair of ballerina flats available in nude and black. The sophisticatedly designed line maintains a relatively accessible price point between €20 to €60.
The fashion brand owned by the Inditex group founded by Amancio Ortega continues to grow as the group invested 230 million euros this January to expand their new headquarters in Arteixo (A Coruña). In the first half of the current fiscal year, the fashion chain reached sales of 8,488 million euros out of the 11,936 million euros of sales recorded by the conglomerate. In the first nine months of the year, Inditex increased its sales by 37% to 19,325 million euros.

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