Zara ups the ante on makeup and premium fashion

By Triana Alonso 21 March 2022

The leading retailer of Spanish conglomerate Inditex continues to expand its makeup collection, developing an increasingly more comprehensive line of products. On Monday, March 21, Zara launched “The Skin Collection”, a line dedicated exclusively to makeup, offering a wide range of foundations and concealers.

Available on both the brand’s website and in a selection of international physical stores, the collection includes a total of 51 shades with a “natural matte finish and full coverage without overloading the complexion.” In terms of price positioning, the brand sticks to its strategy of selling affordable products, with foundations priced at €15.95 and concealers at €8.95.
The campaign, shot by American photographer Tyler Mitchell, highlights the makeup line’s inclusive and diverse spirit, presenting simple portraits with contrasting shadows on the models’ skin tones, reflecting the wide shade ranges of Zara Beauty’s base products. The natural and alternative beauties captured in black-and-white and full-color snapshots reinforce the plurality of the Galician-based brand’s pigments.

With this new launch, Zara expands its product portfolio in this market segment, which has so far consisted of color sticks in vibrant shades, blushes, face powders, bronzers, liquid and stick lipsticks, nail polishes, eye shadows, mascaras and a variety of brushes. Several of the products are now also refillable.

Zara Beauty, which debuted in May 2021, was born from an alliance with the high-end makeup artist Diane Kendal. This collaboration is in line with the Inditex group's current scaling-up strategy aimed at improving the quality and image of its products. Prior to this latest launch, the makeup line had a more limited offering and was physically available in only 20 international stores in minimalist concept spaces exclusively dedicated to the cosmetics line.

The group has already set ambitious goals for itself, not only by collaborating with prestigious photographers such as Steven Meisel and David Sims for its first campaign, but also by investing in technology, with a digital program that allows customers to test the makeup products online. The expansion of beauty products is a step in the same direction as the chain’s fragrance line, developed in recent years through an alliance with British perfumer Jo Malone.

**A premium future for Zara**
These efforts in improving the image and quality of Zara products is additionally demonstrated through the upcoming launch of the Spring/Summer 2022 collection for the brand's premium line with a higher price positioning, Zara Studio. Available since March 17 in both the physical stores and the online website, the high-end apparel line has once again called upon renowned names in the industry to star in its latest campaign.

Embroideries and paisley prints pervaded the romantic garments of the women's collection, in a campaign photographed by Steven Meisel and filmed by Fabien Baron; Australian actor Kodi Smit McPhee was immortalized by David Sims in a desert in Jordan. Meanwhile, the children's collection featuring 70s and 90s inspired silhouettes was photographed by Gregory Harris.

Inditex recorded an increase in turnover by 36% to €27,716 million at the end of the last fiscal year, which however lagged 2% behind the accumulated sales in 2019. As for Zara, which presents its turnover jointly with its home and decor division Zara Home, turnover increased by 39% to €19 586 million. The brand thereby maintains its flagship status within the group founded by Amancio Ortega, ahead of Bershka and Pull&Bear, which recorded €2177 million and €1876 million in turnover respectively.

For this current year, the company announced a "selective increase" in prices, which could be up to 2%, due to current inflation and market volatility.

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