



by KYLIE BRONCHICK

# Zara: a fast-paced powerhouse on the rise

In 1963, Amancio Ortega started a business making housecoats and robes in La Coruña, Spain. He went on to open his first store in 1975 called Zorba, which would later be known as Zara and become the global dominator of fast-fashion, whose warehouse has grown to nine times the size of Amazon's. Today, Ortega owns the retailer Inditex, controlling almost 100 companies, valuing him at \$57.5 billion.

What sets Zara apart from its competitors is its impressively fast-paced and technologically advanced approach to fast-fashion. Zara has a completely different business model from its competitors.

Drawing from his manufacturing roots, Ortega has only three or four of each product stocked in stores, which causes very little stock to be leftover, yet store managers are able to request more of certain products if they see something is selling well.

Zara manufactures more than

half of its products either in its own factories or reasonably close to its headquarters. The greatest result of the brands' in-house production has been the extraordinarily short time from design to production to shipment to stores: two to three weeks.

Such short production time has revolutionized fast-fashion and put Zara on top as the No. 1 fashion retailer with H&M placed at second, trailing way far behind. Zara delivers new merchandise to each of its stores every two weeks, and with such limited stock, its stores experience a complete turnover of merchandise.

Zara becomes a completely different store every two weeks, which means that it's now or never for consumers to buy something, for in less than two weeks, none of the products will be the same.

For Zara's relatively low prices, many consumers don't have to

think twice before making a purchase.

Most traditional retailers will send designs from the West over to Asia to be manufactured for low costs. At the start of the fall and spring seasons, the clothes are shipped back to be stocked in stores followed by smaller shipments throughout the year.

Oftentimes, a significant amount of stock that didn't sell will be left over and marked down in price, losing the company money. Zara's limited amount of leftover stock doesn't make it necessary to have many sales, allowing it to sell a vast majority of its clothing at full price.

Further contributing to the brand's success is the unusually involved role that store employees have in the company. Store managers are responsible for reporting to headquarters which styles are and not selling, which is in part influenced by the sale clerks, who are trained to draw information out of customers such as whether or not they like zippers on the



Model showcases two outfits from the Zara fall lookbook from the website.

sides of their pants, or the length of dresses they prefer.

Interestingly enough, Zara only spends 3-4% of its revenue on advertisements, and most of that 3-4% goes toward paying for paper shopping bags with Zara's logo given to customers with a purchase.

Zara's actually spends a much more significant amount of its income on real estate, placing its stores near luxury brands. You'll often find a Zara located right next to a Gucci or a Prada. In 2011, Zara spent \$324 million on a space in New York City on Fifth Avenue,

the most expensive building ever sold in Manhattan.

It's no wonder that Zara has jumped to the top of the list of the biggest and most successful retailers in the world, yet the constantly churning cycle of fast-fashion continues to face the more and more imminent threat of the disastrous environmental effects and a limited supply of resources.

Although fast-fashion may be the retailing trend of the past few decades, the industry may realize that such a business model will become unsustainable in the future.



by AUSTIN FARRIS & MATT SONNENBLICK

# If You Ain't Beezin', You Ain't Steezin'

*Disclaimer: The names used in this article are not representative of real people, and the events described are completely fictional.*

Chapstick: An everyday toiletry used to moisturize one's lips? Or high schoolers' new means of getting "HIGH"? Teens have been reportedly applying Burt's Bees lip moisturizer to their eyelids in order to achieve a gratifying high commonly referred to as "Beezed."

The common effects of "Beezin'" (according to an anonymous source) include violent hallucinations, crying, loss of vision and moisturized eyelids.

"My eyelids feel fantastic!" said an anonymous sixth-grader. This phenomenon has caused mothers across the country to start asking themselves, "Is my child Beezin'?" Symptoms of Beez addiction include loss of energy

after 10 P.M., sneezing, and even blinking.

"I noticed my kid sneezing from time to time, so I banned all chapstick use in our household," said Mrs. Smith, a concerned parent. "I even found an eyelash on one of his Blistex sticks," she continued. We attempted to interview Mrs. Smith's son, but his lips were chapped to the point that he hasn't been able to speak for weeks.

So how exactly did this trend start? In order to find the source we had to search for patient zero. The only question on the minds of our team of investigators was: who started this terrifying

trend? Finally we tracked down Charles Gainesburry (a 10-year-old living in San Pedro). We sat down with Charles, and he told us his compelling story.

"My lips were chapped, man," he said. "I had a stick of Burt's and I tried to apply it to my lips just like any other day." A tear slowly fell down his face as he said, "I sneezed and swiped my eyelids. My life has never been the same."

Charles yik-yaked his story, and following 90 up-yaks, Beezin was born. Investigators speculate that google + has also been pivotal to the proliferation of the Beezin' craze. Having discovered how Beezin, originated, another



A case containing enough beezin' supplies to last a teenager a year or more.

question began to consume us; what factors aside from social media caused this habit to become so popular?

What we found was shocking. Clorox, the company that owns Burt's Bees, has seen their stock prices soar along with the popularity of Beezin'.

Fortunately, the Bill and Melinda Gates foundation has expanded its philanthropic efforts

and started the "Lips not Lids" movement in an effort to spread awareness about the dangers of Beezin'. Through extensive research, the Bill and Melinda Gates Foundation have compiled the following data about Beezin' in the United States. It is clear that this trend has to stop.

If you know of someone who is trying this Beezin' trend, you should get them help immediately.

