

IN WITH
THE NEWER.



ZARA

NOT FOR THE
PERFORMATIVE.



ZARA

QUALITY
ROTATION



ZARA

Highlight Zara's speed, design edge, and evolving commitment to sustainability.

1. I mean, we're getting it out as fast as possible.
2. New styles every day.
3. Can't rush style, or you can.
4. People just want stuff quickly.
5. We're just feeding your dopamine addiction.
6. Don't worry, we're never out of stock.
7. Never out of stock.
8. Never out of stock. Never out of style.
9. Style comes with a price, and it's low.
10. Low price, high design.
11. High fashion. Not really.
12. You get what you paid for.
13. Basic just got a whole new meaning.
14. A new meaning to design.
15. Got a high rotation on stock.
16. Our stock is always in.
17. Fresh look on fast fashion.
18. Fresh look at the new trends.
19. We set out the trends.
20. Got the trends in stock.
21. Trends in stock. Trends on lock.
22. Lockdown a trend we got it in.
23. Trendy as hell.
24. I mean, you wanted to be trendy.
25. Where trendy meets speedy.
26. New trends every three months.
27. Have you walked in yet?
28. A lookbook into this season's style.
29. Style that's always in season.
30. Seasons style, always in stock.
31. Itching for new style?
32. Keep your closet in rotation.
33. **Quality rotation.**
34. Keep looking good.
35. There's no such thing as looking too good.

36. Can't put a price on looking good. It's not as high as you would think.
37. Keep looking great.
38. Keeping style in mind.
39. There's a lower price on looking good.
40. Higher bar on looks. Lower bar on price.
41. Lower price, higher looks.
42. Low price, good looks.
43. Looks like we made it today.
44. Keeping the trends of today.
45. Don't walk around looking like shit.
46. Look good, feel good.
47. Stop wearing hand-me-downs.
48. **No more hand-me-downs.**
49. Stop wearing your mom's clothes.
50. Not your mom's closet.
51. Your mom doesn't shop here, but she'd look better if she did.
52. This ain't a boutique.
53. Far from boutique.
54. Clothes that weren't worn by ten people.
55. Stainless clothing.
56. No more clothes with stains.
57. Those rips won't make your shirt cooler.
58. For non-performative men.
59. Keep that performative shit out of here.
60. **Not for the performative.**
61. Basic is in.
62. Keeping it basic.
63. Basic isn't a bad thing.
64. Stop performing.
65. Be yourself.
66. We got all the looks.
67. Looks for everybody.
68. Customize your look.
69. Today's look, literally.
70. We got new styles every day, literally.
71. All about rotation.
72. Keep it in rotation.

73. There's a method to the madness.
74. Method to the madness.
75. Bringing method to the madness.
76. Get that old sh*t outta here.
77. For the new new.
78. No more old sh*t.
79. Out with the new, in with the newer.
80. **In with the newer.**
81. We're about the newer.
82. Brand new.
83. We have the stuff you didn't know was in yet.
84. Buy winter in the summer.
85. Fall is right around the corner.
86. Don't be behind for the new season.
87. Stop dressing a season behind.
88. Never a bad look.
89. No more bad looks.
90. Good looks.
91. You can't afford a house, but you can afford a new shirt.
92. **Can't blame bad style on inflation.**
93. The inflation rate sucks, but your style doesn't have to.
94. Bad interest rates or not, you can look good.
95. Interest rates are bad, but your style doesn't have to be.
96. Can't afford a house? Buy new pants.
97. Inflation isn't so hot, but our styles are.
98. The FED doesn't control how you dress.
99. Job market is bad, but so is your style.
100. Dress well for hard times.
101. Be the best dressed during hard times.
102. Times are tough, but your look can be tougher.
103. Invest in style, not the stock market.
104. No one will hire you looking like that.