

INDITEX

ZARA PULL&BEAR Massimo Dutti Bershka  Stradivarius

OYSHO ZARA HOME UTERQÛE

Description

- ▶ Inditex is one of the world's largest fashion retailers, welcoming shoppers at its eight store formats
 - Zara
 - Pull & Bear
 - Massimo Dutti
 - Bershka
 - Stradivarius
 - Oysho
 - Zara Home
 - Uterqüe
- ▶ Boasting 4.907 stores in 77 countries.
- ▶ The Inditex Group is made up of more than 100 companies operating in textile design, manufacturing and distribution.

Inditex group

ZARA

Massimo Dutti

Stradivarius

UTERQÜE

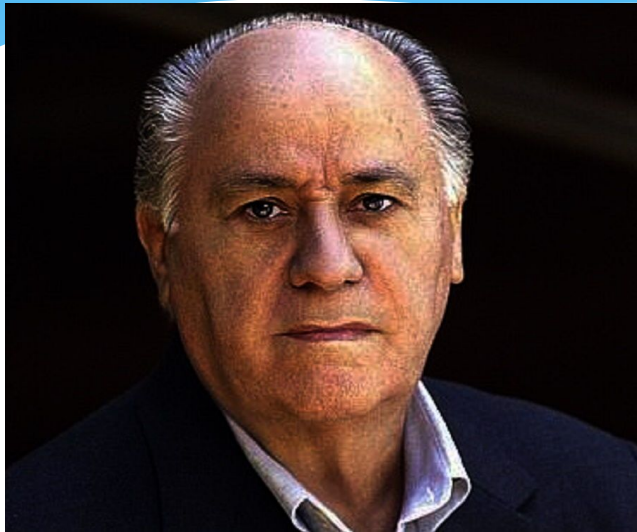
PULL&BEAR

Bershka

OYSHO

ZARA HOME

Early history



- * Amancio Ortega started in the clothing industry in the early 1960s while working for a local shirt maker in A Coruna, Spain.
- * Ortega began developing his own designs and he and his wife, Rosalia Mera, began making clothes from their home. Ortega had saved up enough money to open a small factory and sold garments to his former employer amongst others.



- * In 1975, the couple opened their first store, Zara, which produced popular fashion at low prices. The following year, Zara was incorporated and began opening more stores and factories in Spain.

1976

- * Zara's approach to fashion is a success and its business model shrinks the gap between fashion creation and the customer, bringing customers closer than ever to the products they want, all at an affordable price.



1983

The company has nine stores in some of the most prestigious shopping districts in Spain's biggest cities.



Zara expands across Spain

Year later.

They invest in building a state-of-the-art logistics centre, spanning 10,000 square metres in Arteixo.



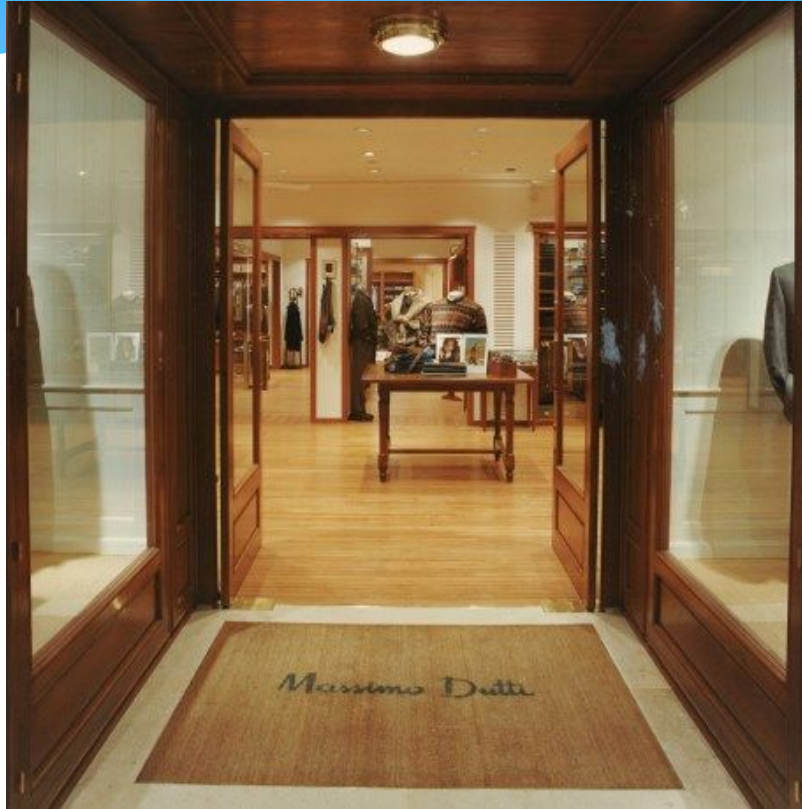
First logistics centre opens

1985 - Inditex is officially founded



- * Inditex is incorporated to bring all companies together under one banner. They establish a distribution system capable of reacting to shifting market trends extremely quickly.

1991



- * Pull&Bear and Massimo Dutti join Inditex
- * For the first time they expand their stable, taking on two more brands.

1998-1999

- * Bershka is launched
- * Their new brand is aimed at young people. Inditex opens stores for the first time in the UK, Turkey, United Arab Emirates, Kuwait, Lebanon, Japan, Argentina and Venezuela.



Their fifth brand is primarily aimed at young and dynamic women (now it also has Man collection). Our international expansion continues into nine new markets: Netherlands, Germany, Poland, Saudi Arabia, Bahrain, Canada, Brazil, Chile and Uruguay.

1999

Stradivarius joins Inditex



2001-2003

Oysho is launched and Inditex goes public

- * Their lingerie brand, Oysho, opens its first stores and Inditex is listed on the Madrid Stock Exchange.



2003 - Zara Home is created
The first stores home interiors brand, Zara Home, are opened. Inditex enter the Slovenian, Slovakian, Russian and Malaysian markets.

2008

Uterqüe is launched and become first eco-store opens



- * Inditex create eighth brand Uterqüe, which specialises in fashion accessories. First Zara highly eco-efficient store is opened in a landmark building in the commercial heart of Athens. Inditex opens store number 4,000 in Tokyo and reach 73 markets with stores in South Korea, Ukraine, Montenegro, Honduras and Egypt.

Our days



- * We keep developing our integrated model of stores and online
- * In line with our integrated model of stores and online, we begin selling through [zara.com](https://www.zara.com) in India, Malaysia, Singapore, Thailand and Vietnam.



Thank you for your attention!