

# I love Shopping

1. Communication concepts and services of shopping processes: off-/online
2. Life cycle of a product
3. Fashion in the past - present - future
4. Alternative concepts

# I Love Shopping

## Analysis

Communication concepts and services of shopping processes: off-/online - Desigual

# Criteria / Problems Onlinestores should solve

## **Brand**

What is the message of the brand? Who is there audience? How / On wich chanel does the brand approach its audience? What are the unique features of the brand?

## **Usability**

How usable is the shop? Which ways does the costumer have to take to purchase certain products. To be specific:

How large is the ClickCount / How long does it take to order the following products in an on- or offline store?

A black Trousers (33/36)

A basic white shirt (S/S)

A Bra / Boxer black (M/75B)

## **Presentation**

How are the products presented? What kind of Information are attached to the clothes? Which atmospheres / emotions are focused?

## **Advisery**

How do the onlineshops give advise to their costumers? Do they utilize tools for customizing? How are the sale assistants replaced? Does the costumer get recommendations? How do the sales assistants seem to be directed?

# Criteria / Problems Onlinestores should solve

## **AfterPurchaseServices**

Which services are offered after purchase, including delivery services?

## **Dwading**

Which alternative or intuitive presentation form for a product do the shops and stores provide?

## **TrustGainig**

How do On & OfflineShops generate Trust eg. with certificates and communications?

## **Socializing**

How do the shops socialize their ShoppingExperiences?

## **PurchaseCycle**

How do shops react on the fact that the purchasecycle is longer and more reasonable?

## **GoGreen & FairTrade**

How do stores react on pollution through packaging or other green and fairtrade topics?

# Desigual - Brand

What is the message of the brand? Who is there audience? How / On wich chanel does the brand aproach its audience? What are the unique features of the brand?

Desigual is a casual clothing brand based in Barcelona, Spain. The philosophy of Desigual is based on positivity, tolerance, commitment and fun. Each season the Desigual design team, comprising 25 designers, prepares a collection of over 1,000 items, including clothes and accessories, built around a unified concept. Some of the concepts used by the company are Real Life, Magic Stories, Luxury Feelings, Me&You, Better&Better, Wow, Life is Cool, All Together and Handmade.

Desigual gains mediaawarenes through special events wich focus there seasonal concept, like huge public kissing-parties. The comunication is leaded by a multichannel-strategy using events as mentioned before, television, prints, a blog, facbook, twitter, youtube and flickr.

The most recent comunication concept of desigual is trying to place desigual within the social circle of costumers. Desigual offers to through a party for the costumer, his family and friends bonded to a 20% discount on its products. Desigual tries to place his products where all of its philosophical needs get satisfied.



# Desigual - OnlineShop - Usability

## Usability

How usable is the shop? Which ways does the customer have to take to purchase certain products.

To be specific:

How large is the ClickCount / How long does it take to order the following products in an on- or offline store?

A black Trousers (33/36)

A basic white shirt (S/S)

A Bra / Boxer black (M/75B)

To buy the needed clothes takes 13 clicks and 4:23 minutes. Sadly the white shirt is simply not offered and a white blossom instead could not be delivered.

# Desigual - OnlineShop - Usability



To get these products, the customer has to choose a gender or a special topic with a subtopic from a menu (e.g. man -> underwear).

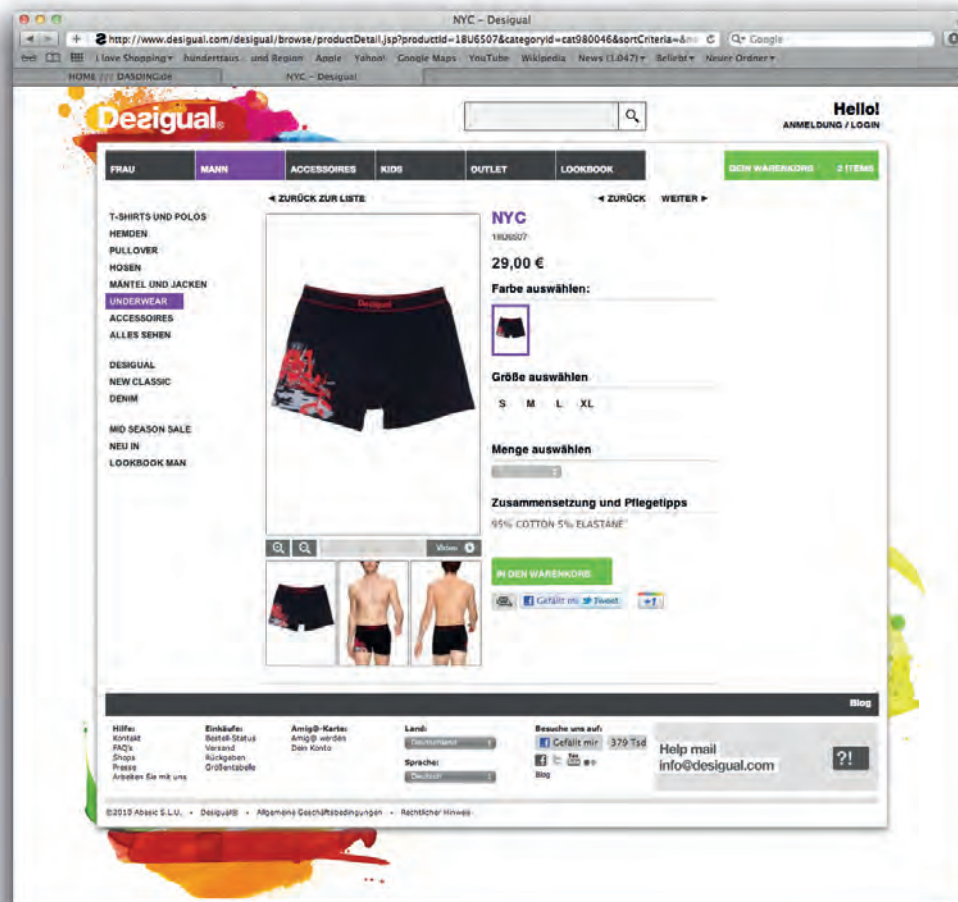


The customer is forwarded to an overview of products, which are filtered according to the previously made selection. He can then browse products or change and refine the filters.



When the customer found his product, he can gain a large view of the product by clicking on it. He is presented with additional information and options, like adding the product to the shoppingcart.

# Desigual - OnlineShop - Presentation



Products are presented in a clinical way. Next to a browsable overview every product has its own dedicated page with looks composed and reigned by the layout. On the left filters are still present to offer quick control & access to the overlaying overview. A large picture presents the product on white, while every product has another two pictures showing the product worn by a model from the front and back. The product is entitled by its name and its manufacturing number, followed by the price. Next to this information is the possibility offered to change the color even if only one color is manufactured. The customer can choose size, amount and then add it to his or her shopping card. These options are followed by a view socializing tools like Facebook likes, tweets and direct mail recommendations. What seems to be unique is the fact that every product has a video attached which shows a model, wearing the product, walking towards the customer turning around and then walking back again.



# Desigual - OnlineShop - Advisery

The desigual onlineshop gives its costumers adviseries presented on the dedicated product page through showing related products. Since these products are presented like they would be in the browsing view the costumer has to guess where these recomondations come from. Eventually these are decicions made by a editorial departement.

The costumer has no chance to give a qualified recomondation to an article. Social recomondations are presented but the only media that could be used for qualification here is twitter. The result is that the products are not connected to any kind of opinions shared by the costumers.

What also seems conspicuous is the fact that products stand for them one. Costumers expecting to get advise about products maybe fitting to the shown product are left disapointed.

The task of advisery is hosted by a special area of the sop called the „lookbook“ and being focused in „dwadling“

# Desigual - OnlineShop - AfterPurchaseServices

When browsing the shop, no information appears about services focusing on the time laps after the purchase. Those information are hidden under a FAQ-point. This indicates that Desigual focuses on no open strategy but only delivers what might be demanded or needs to be demanded. These services therefore include the usual information about delivery times, rights of returning a product or conversion rights.

# Desigual - OnlineShop - Dwardling



Desigual offers a way to dwadle through the available products and giving adviseries at the same time through the special „lookbook“ section. The lookbook is strictly seperated into the parts man, woman, accessoirs and kids, wich cannot be browsed at the same time. It can be reached through the main menu and consists of phtographies. Thoes photographs can by browsed by hovering the eft or right border and through that letting a long stripe of photographs float to the left or right. By hovering the lower border, the user gains an overview of this stripe and can access apertures quickly. When hovering an image a menu containing the clothes worn appears. The costumer can reach to the dedicated product page through this menu. What distinguishes this view from the browseview is the fact that the photographs are not clinical. They have different backgrounds and show models in pose, the photographs are far more staged and take more place.

# Desigual - OnlineShop - TrustGaining

The Desigual is not certificated by any instance. The FAQ-page delivers a subpage dedicated to payment safety. This page mentions the SSL and safety with creditcard-payment.

Thgough the shop seems trustworthy. This is achieved by the clear branding and the reliable layout. The complete shop is branded and the brightfull colors from the logotype are reappearing in the layout and coloring of the elements. Another seriously fact is that the shop doesn't host any advertisement and therefore emits a closed atmosphäre and look.

Through this appereance the costumer gets the feeling that he is interacting with the brand and not with a shopsystem and so gains a lot of trust.

# Desigual - OnlineShop - Socializing

The Desigual-OnlineShop offers socializing as a feature on the dedicated product page. At the end of the product information are the options hosted to recommend the product via mail, via facebook, within a tweet and via google +1. These options have in common that they don't host qualified recommendations that are shown next to the product. These informations are channelled away from the shop itself. It seems like Desigual doesn't want to enhance or decrease the value of their products through recommendations.

A quick view over the other channels such as the blog and the youtube-channel don't show much activity. It looks like desigual is avoiding uncontrollable recommendations that can get public.



# Desigual - OnlineShop - PurchaseCycle

When getting to the shopcard and continuing with payment the customer is asked to register himself at the desigual shop. Afterwards he can purchase his products by creditcard. Information about the purchase cycle are not offered before registering at the shop. Therefore the FAQ-page delivers Information about delivery-times & fees. Through the registration Desigual tries to convert bind the customer to the brand after the purchase by sending newsletters via email. Desigual also offers a customerprogramm which is called amig@. The customer gains a membership to a desigual dedicated group, invitations to desigual events and discount.

# Desigual - OnlineShop - GoGreen & FairTrade

Desigual does not communicate any information on its carbon emissions, environmental policy or labour conditions policy, if there is one, on its website. Sustainability information should be easily accessible for consumers to make responsible choices.

In the recent past there have been no fudge about pollution or labour drawbacks raised by desigual.

# I Love Shopping Analysis

Online Shop „H&M“



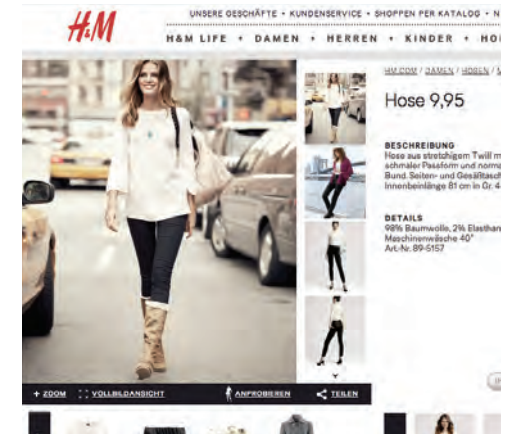
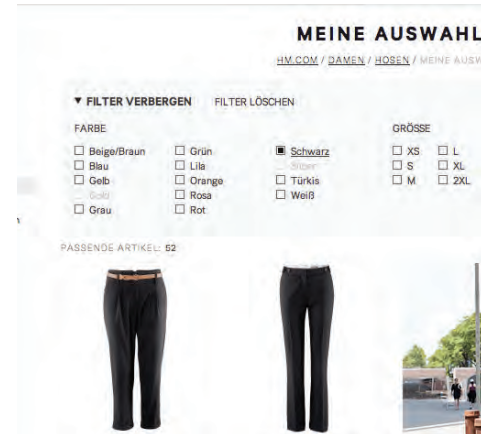
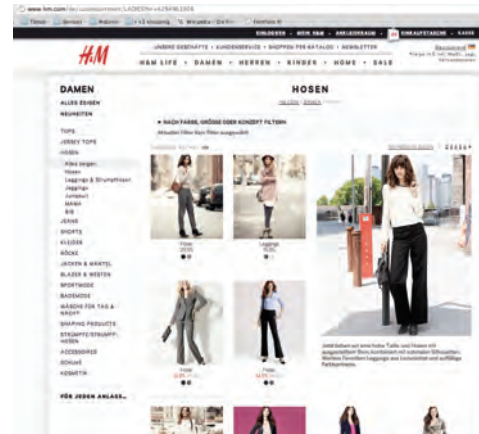
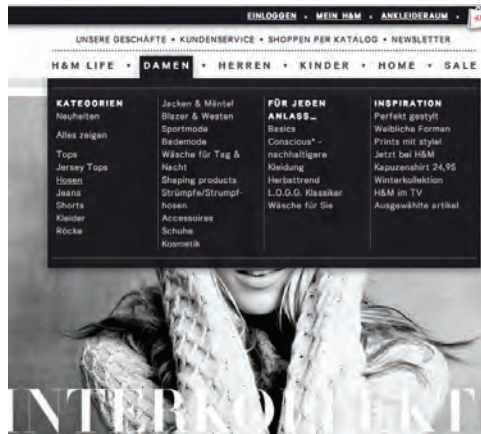
# H&M - Brand



H&M is a brand for modern fashion and home decoration which has a wide choice of clothes affordable for anybody. It is a very popular brand for people of all ages because of their up to date fashion and low prices. „H&M stands for – fashion and quality at the best price.“ (H&M website) From time to time they work together with famous designers and create a collection that is much more low priced than usual designer wear and therefore very popular.

H&M has many stores in 41 countries as well as an online shop which has it's own section with numerous facts about the company itself. H&M advertises mainly through posters and sometimes with tv spots. For registered clients there are regular sales promotions as well as newsletters and season catalogues.

# H&M - OnlineShop - Usability

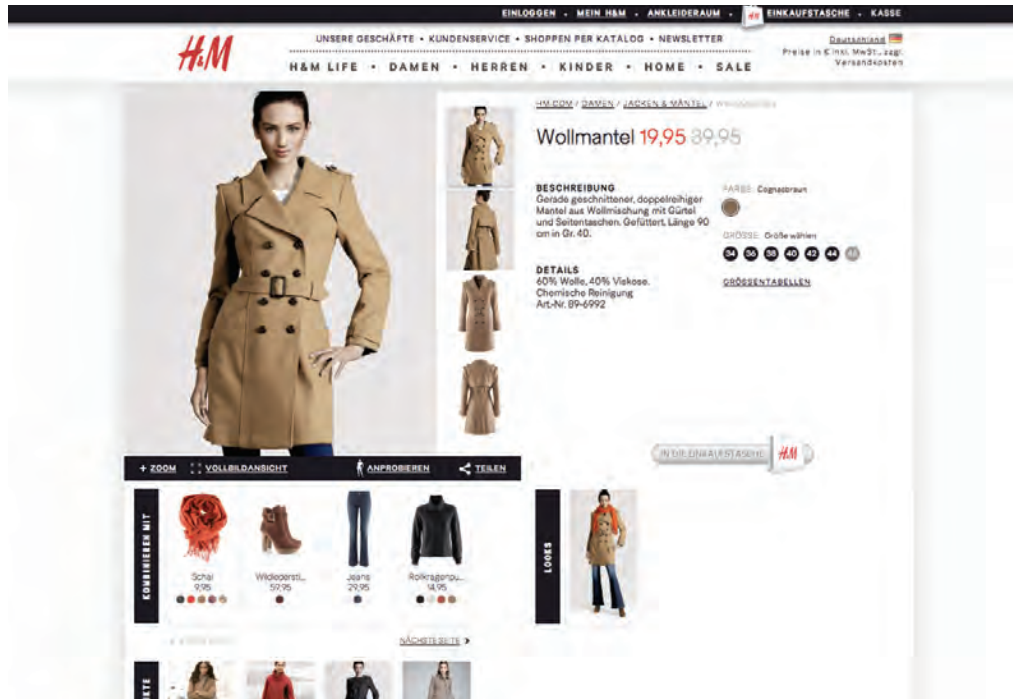


First of all you choose between your gender, sale or home decoration.

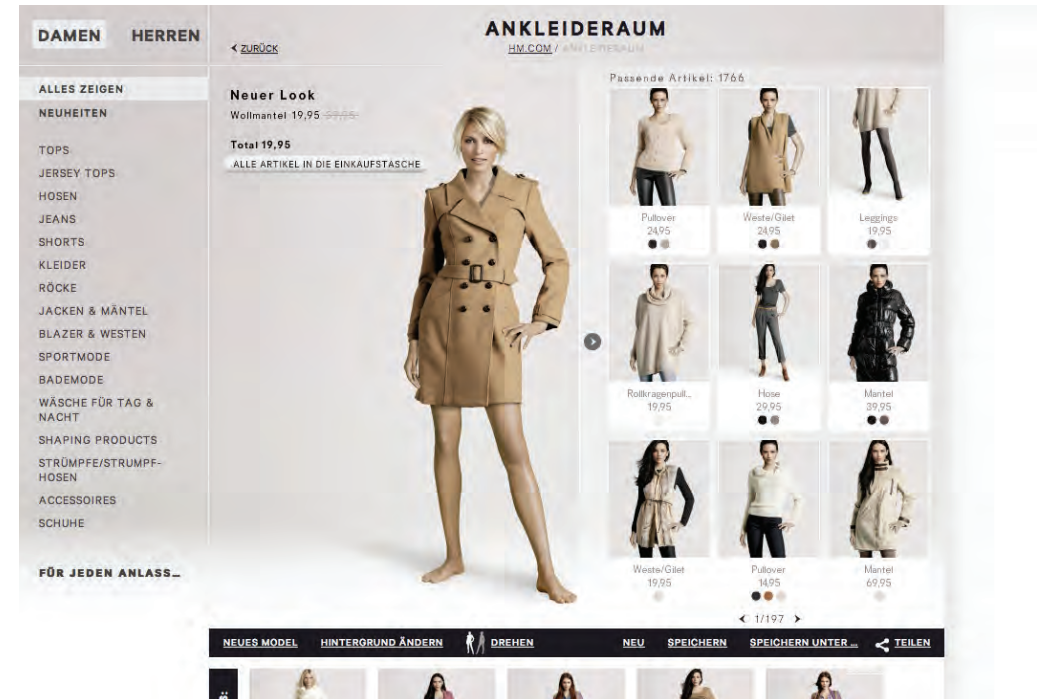
After this you select a product category and if wished a sub-category.

Then you can activate filters like colour and size to specify your choice.  
A black Trousers (36): 4 clicks, 38 seconds  
A basic white shirt (S): 5 clicks, 46 seconds  
A Bra(75B): 5 clicks, 25 seconds

# H&M - OnlineShop - Presentation & Advisery



The product is presented on a model with different pictures from three angles. There is also a detail picture and the option of zooming in. The viewer gets shown different outfits with the product as well as products that can be combined with it and similar products.



A very nice feature is the dressing room where you can try out different individual outfits. You can share your chosen product with social networks or send it via mail. Details such as length in a medium size, material and washing instructions are described.

# H&M - OnlineShop - AfterPurchaseServices

## Pay options:

credit card

bill in packet

monthly instalments

monthly invoice

## Delivery:

The packet should be received 3-5 days after your order but in times of high frequency can take longer which usually is always the case. Shipping costs in Germany are 4,90 Euro. Sometimes a packet is splitted in more than one because some articles are not in stock.

# H&M - OnlineShop - Browse

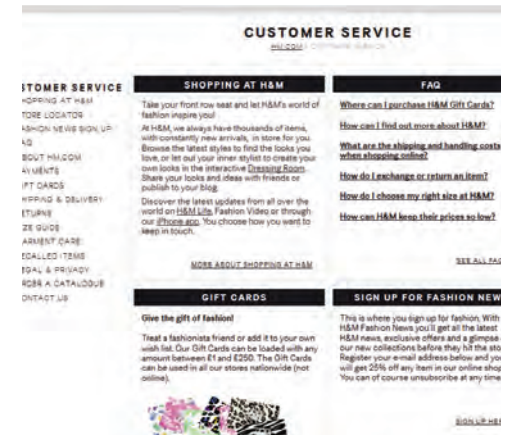
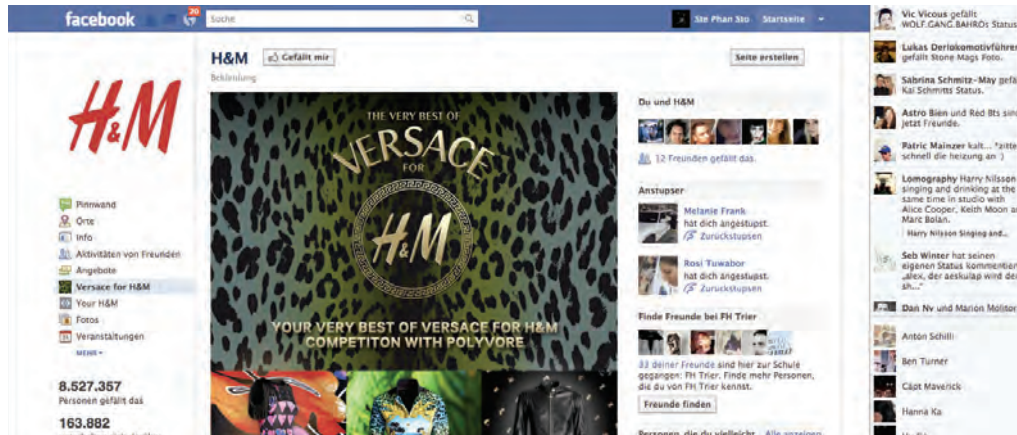


There is one category that is intended for getting inspiration for your purchase: H&M Life.

In this area you can read about new fashion trends like in a magazine: what celebrities wear, pictures of people in different cities wearing H&M clothes etc. There are also videos that you can watch. While browsing you get suggestions for H&M products that you can purchase with just two more clicks.

Generally when you browse within the H&M online shop you are constantly linked to more products, so that you won't get bored too fast.

# H&M - OnlineShop - Socializing & Trust Gaining



H&M has its own facebook page and is also active in other social networks. You can also share and send your chosen products. Unfortunately you can't rate your products and therefore also can't see ratings from other people. On their webpage there is a social media room where social network posts of H&M are brought together.

First of all H&M is a well known, international brand that probably most people have been in contact with. Also they have a very open communication on their website and you can find many informations, such as how to contact the service team, or payments for example.

# H&M - OnlineShop - GoGreen & FairTrade

The company H&M takes their responsibility in green matters very serious. On their homepage they have informations about their philosophy and their dedication to charity. An important matter to them is that their production is taking place under good circumstances. Also they are partly using recycled materials. H&M is supporting many charity organizations.

**H&M**

FASHION  
SOCIAL MEDIA ROOM  
ARBEITEN BEI H&M  
PRESSE  
INVESTOR RELATIONS  
**UNTERNEHMERISCHE VERANTWORTUNG**  
BEREICH  
KONTAKT  
IMPRESSUM

**Unternehmerische Verantwortung**

Die Geschäftsidee von H&M ist es, unseren Kunden Mode und Qualität zum besten Preis anzubieten. Qualität bedeutet bei H&M nicht nur, dass unsere Produkte, den Erwartungen der Kunden entsprechen oder sie übertreffen. Qualität bedeutet auch, dass die Produktion unter guten Bedingungen stattfindet und dass unsere Kunden mit uns als Unternehmen zufrieden sind. Verantwortung dafür zu übernehmen, wie Menschen und Umwelt von unserer Geschäftstätigkeit beeinflusst werden, ist darüber hinaus eine wichtige Voraussetzung für ein weiteres lukratives Wachstum von H&M. Wie wir dies umsetzen, erklären wir hier. <

**H&M Conscious\***

Wenn es um Nachhaltigkeit geht, haben wir eine Vision: Unser gesamtes Unternehmen sollte wirtschaftlich, sozial und ökologisch nachhaltig arbeiten. Nachhaltig bedeutet für uns, dass wir sowohl den Bedürfnissen unserer Generation gerecht werden, als auch denen zukünftiger.

**H&M engages with Greenpeace**

H&M and Greenpeace engaged to further contribute to the for many years shared ambition to eliminate the use of hazardous chemicals, and hence achieve zero discharge of such substances in textile production.

**Goldmedaille für H&Ms CSR-Arbeit**

H&M wurde von der Verbraucher Initiative mit der Goldmedaille als "Nachhaltiges Einzelhandelsunternehmen 2011" ausgezeichnet.

**H&M und Wasser**

H&M arbeitet aktiv in verschiedenen Initiativen, um das Thema Wasser direkt in unserem Unternehmen, unserer Lieferantenkette und in den Gemeinden, in denen wir tätig sind, anzugehen.

**H&M supports hunger relief at the Horn of Africa**

In response to the devastating hunger catastrophe in East Africa H&M has donated USD 100,000 to support UNICEF's relief efforts.

**Funktionale Kleidung ohne Fluorkohlenstoffen**

Ab der Wintersaison 2010 führt H&M Outdoor-Kleidung mit einer wasserabweisenden Beschichtung, die frei von Fluorkohlenstoffen ist. Die Kleidungsstücke, die die fluorkohlenstofffreie Oberfläche aufweisen sind mit "Bionic Finish Eco"

**Helena Helmersson Head of CSR**

2011.10.11  
During summer 2011 the Cambodian garment industry has faced several concerning incidents of mass faintings among workers and also H&M's supplier M&V International Manufacturing Ltd. has been ... [Read more](#)

2011.09.13  
Für einen warmen und feuchten Herbst ist ein solches Kleidungsstück...

# I Love Shopping Analysis

Online Shop „adidas“



# adidas - Brand



The brand adidas stands for sporty and up-to-date fashion. They often collaborate with famous personalities or other enterprises to evolve new product lines (Sennheiser, Star Wars,...)

They are strong in sponsoring sport events and teams all over the world and managed to change their image from a sports equipment distributor to a fashion brand that produces high quality and sporty clothes.

# adidas - OnlineShop - Usability

## Usability

How usable is the shop? Which ways does the customer have to take to purchase certain products.

To be specific:

How large is the ClickCount / How long does it take to order the following products in an on- or offline store?

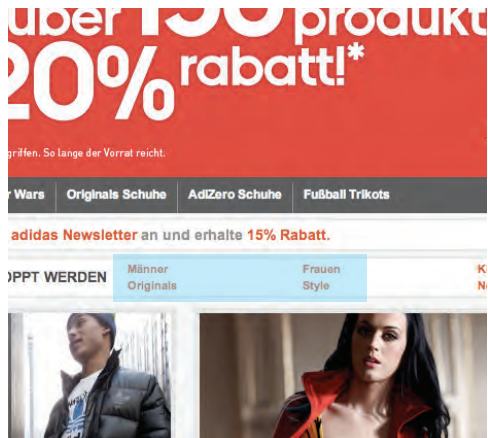
A black Trousers (33/36)

A basic white shirt (S/S)

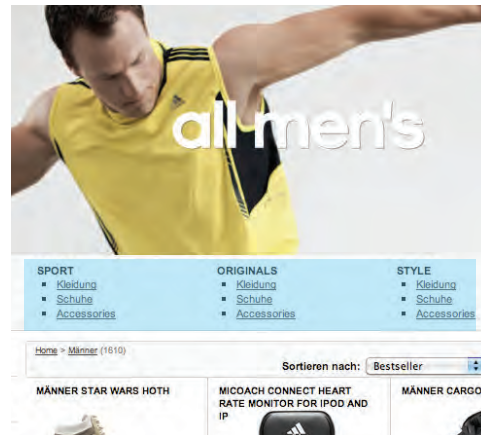
A Bra / Boxer black (M/75B)

To buy the needed clothes takes 16 clicks and 3 minutes.

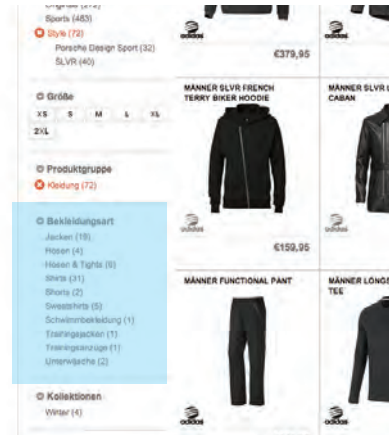
# adidas - OnlineShop - Usability



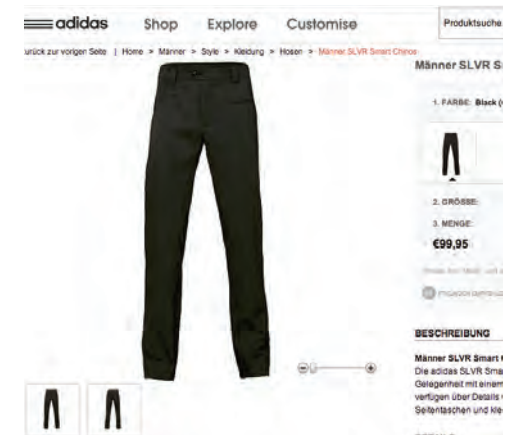
First of all you choose your gender.



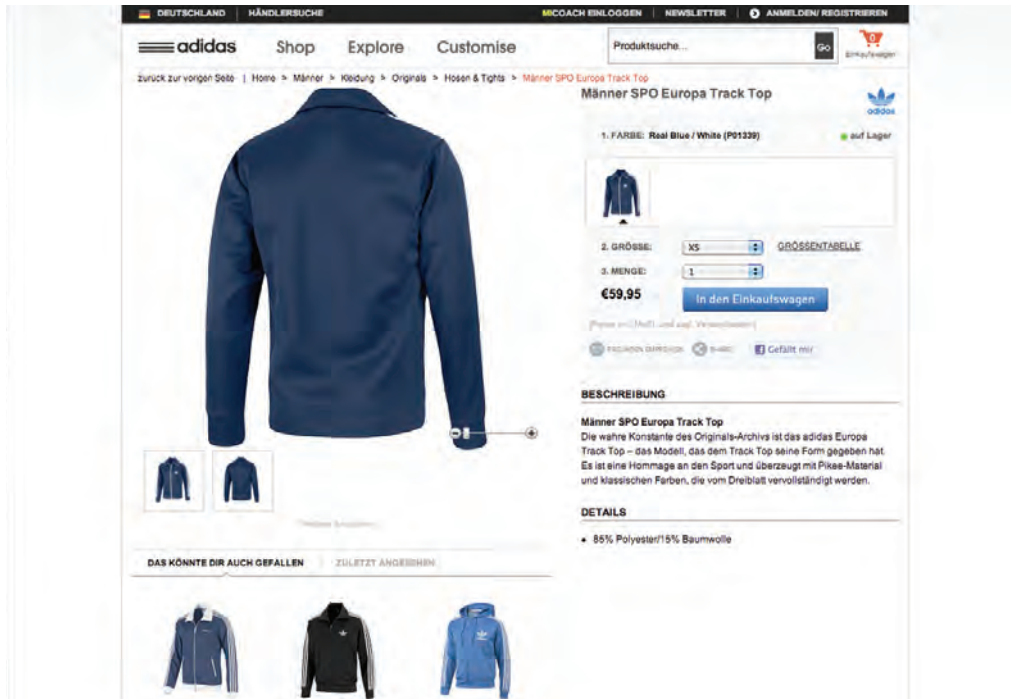
After this you select a product line.



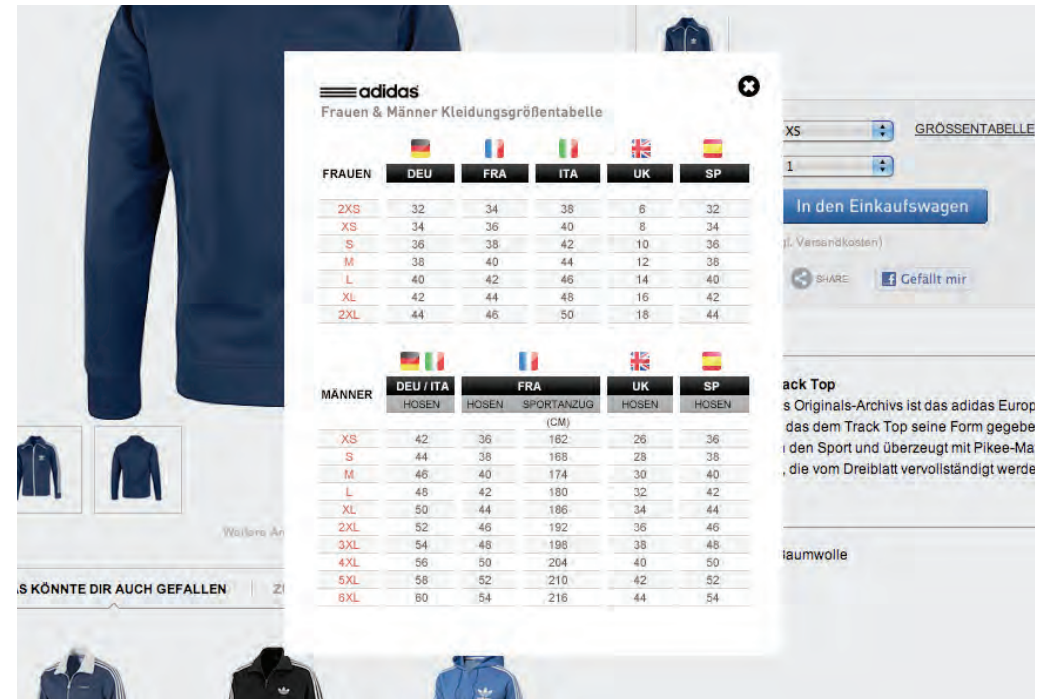
On the catalogue page you specify the kind of product you search and choose the wished article.



# adidas - OnlineShop - Presentation



The products are photographed in a neutral way in front of a white background. By standard you have a front and back view of the article that can be zoomed in high quality. On the right you get information if the product is on stock and in which colors it is available. Beside of the size choose wheel you can access a short summary of the different national sizes.



Furthermore there is a short description of the product and what it's made of. Beneath the product photo you get further recommendations of other similar products, that you could like.

# adidas - OnlineShop - Advisery



You get certain recommendations on the product pages and the product lines are presented in a modern way to catch the customers interest.

# adidas - OnlineShop - AfterPurchaseServices

## **Pay options:**

Visa

Mastercard

American Express

Direct transfer

PayPal

direct debit

on account

## **Delivery:**

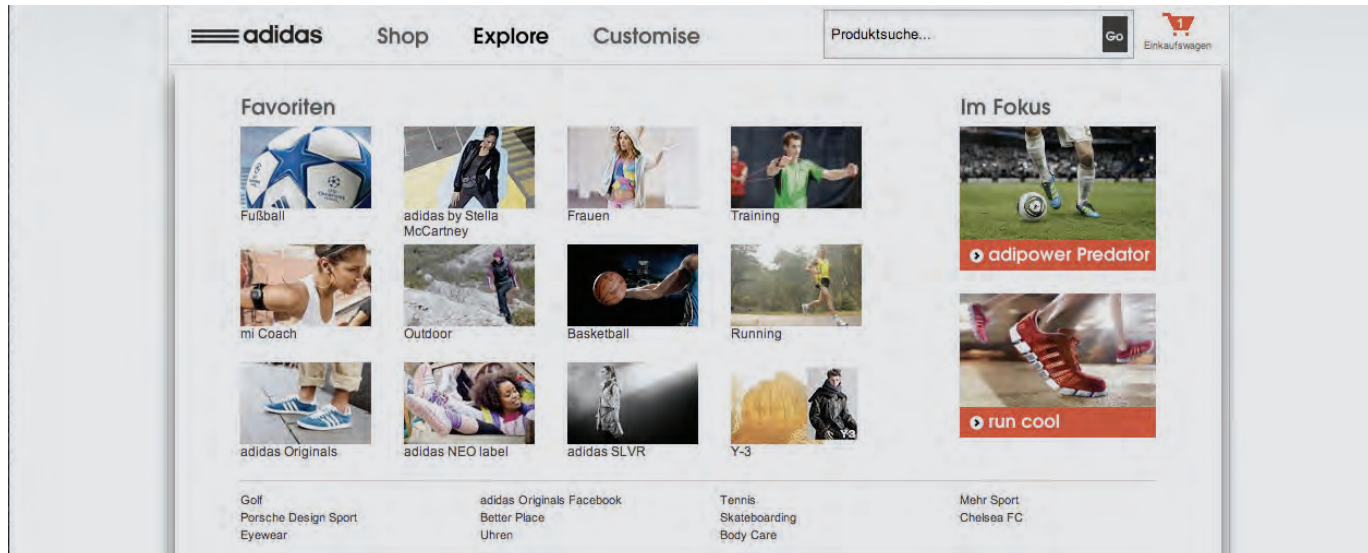
1-2 days. Orders til 15.30h are send away the same day.

Possibility to follow your order and check the status of your parcel.

Order history is saved in your account.

Return of items is up to one month after purchase possible.

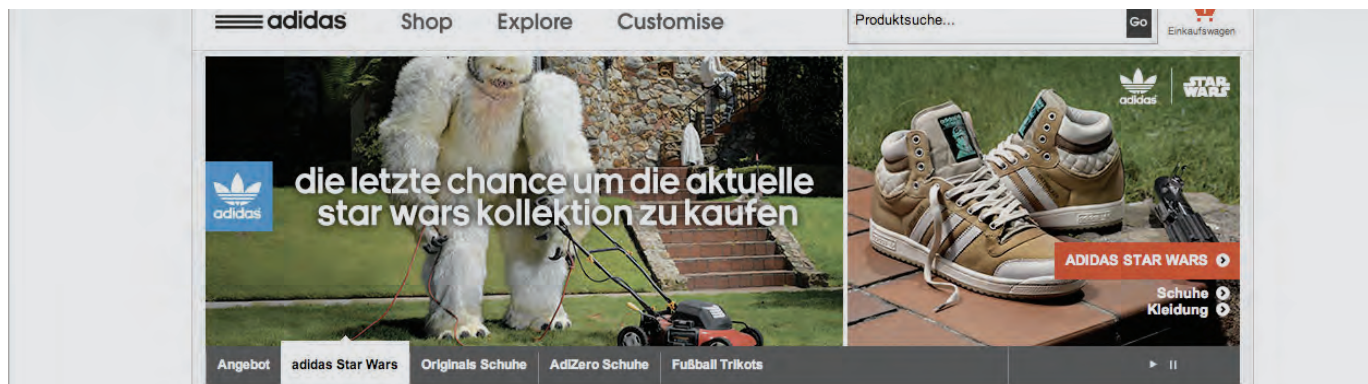
# adidas - OnlineShop - Browse



There is one very comfortable way to get information about the different product lines adidas has: the category „Explore“ on the main page let's you have a look at temporary specials, collaborations with movies, e.g.

A special feature are small photo stories that have an artistic touch. Due to the lack of information of the shown products it's clear that these kind of galleries are used to build and keep the image of the brand.

The numerous banners on the start page (special offers, seasonal products, product lines) motivate the customer to browse the different categories, to see what's up at the moment.



# adidas - OnlineShop - TrustGaining

Due to the fact, that adidas is a well known and appreciated, international brand they gained already enough trust in the past, so they don't have to use other certificates.





# adidas - OnlineShop - Socializing



Facebook button, the possibility to share with other social communities and „send email to friend“ option are offered on the product page.

A special campaign are outfits created by stylists for certain cities (Berlin, Istanbul, Tokio,...) that can be added to a personal lookbook and shared and commented on facebook.

# adidas - OnlineShop - Purchase cycle

The purchase cycle follows the classic scheme: placing your items in the basket, check-out, choose your method of payment and confirm the order.

New customers have to register and create an adidas account. By doing this you can subscribe for the newsletter and gain a direct reduce of 15%.

# adidas - OnlineShop - GoGreen & FairTrade

The brand adidas communicates in no way information about Fairtrade or sustainable productions.

Like any other sport equipment distributor, adidas produces in southeast asian countries, too. But there were no magnificant incidents concerning child-labour or exploitation.

# I Love Shopping Analysis

Communication concepts and services of shopping processes : off/ online - ZARA

# Zara - Criteria / Problems Onlinestores should solve

## Brand

What is the message of the brand? Who is there audience? How / On wich chanel does the brand approach its audience? What are the unique features of the brand?

## Usability

How usable is the shop? Which ways does the costumer have to take to purchase certain products.

To be specific:

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A black Trousers (33/36)

A basic white shirt (S/S)

A Bra / Boxer black (M/75B)

## Presentation

How are the products presented? What kinf of Information are attached to the clothes? Which atmos-phares / emotions are focused?

## Advisery

How do the onlineshops give advise to their costumers? Do they utilize tools for customizing? How are the sale assistants replaced? Does the costumer get recommendations? How do the sales assistants seem to be directed?

# Zara - Criteria / Problems Onlinestores should solve

## AfterPurchaseServices

Which services are offered after purchase, including delivery services?

## Dwading & Socializing

Which alternative or intuitive presentation form for a product do the shops and stores provide? How do the shops socialize their ShoppingExperiences?

## TrustGainig

How do On & OfflineShops generate Trust eg. with certificates and communications?

## GoGreen & FairTrade

How do stores react on pollution through packaging or other green and fairtrade topics?

ZARA

# Zara - Brand

Zara is one of the largest international fashion companies. It belongs to Inditex, one of the world's largest distribution groups.

Zara stores have men's clothing and women's clothing, each of these subdivided in Lower Garment, Upper Garment, Shoes, Cosmetics and Complements, as well as children's clothing. The fashion is always up to date and many sided even though the price is still affordable to most people. The fashion label Zara has several in-house lines, so that the design is up to young, sporty, classic, elegant and even though high fashioned and trendy.

It is claimed that Zara needs just two weeks to develop a new product and get it to stores, compared to the six-month industry average, and launches around 10,000 new designs each year. Zara has resisted the industry-wide trend towards transferring fast fashion production to low-cost countries. Perhaps its most unusual strategy was its policy of zero advertising; the company preferred to invest a percentage of revenues in opening new stores instead. This has increased the idea of Zara as a „fashion imitator“ company and low cost products. Lack of advertisement is in also contrast to the direct competitors such as United Colors of Benetton, whose campaigns are still considered outstanding and innovative in the advertisement industry.



# Zara - Homepage

## First Impression:

Two huge pictures, subdued color, all in all just plain black and white, strictly divided in left and right part (sidebar and log in)--> means the middle is free of lettering so that the photography has enough room to show itself

In conclusion you can say, that the first impression comes out to be very elegant and well-arranged, clearly structured.



# Zara - OnlineShop - Usability

## Usability

How usable is the shop? Which ways does the customer have to take to purchase certain products.

To be specific:

How large is the ClickCount / How long does it take to order the following products in an on- or offline store?

A black Trousers (33/36)

A basic white shirt (S/S)

A Bra / Boxer black (M/75B)

1) black Trousers--> 0,32min; 5clicks(+choosing which one to take)

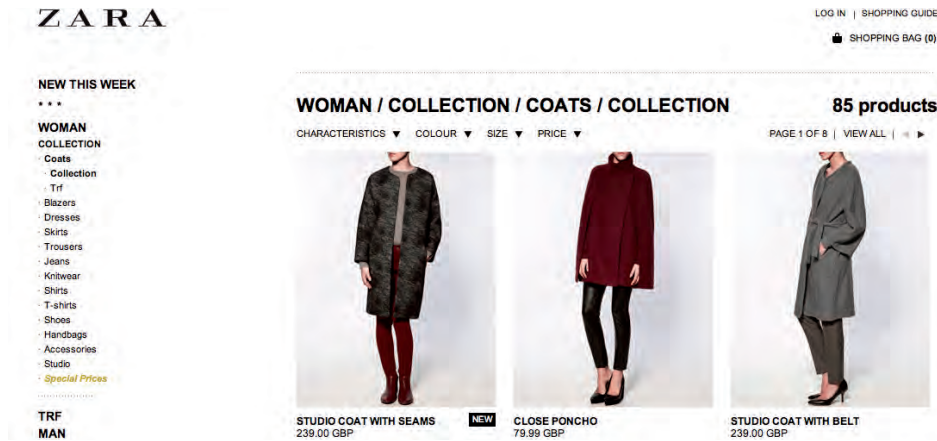
2) basic white T-shirt--> 0,39min; 7clicks --> no article because of too many specifications

1,14min; 14clicks--> no real basic shirt

1,21min; 17clicks--> s.th you can call white basic shirt

3) Black bra--> 0,23min; 3clicks--> Zara does not sell underwear

# Zara - Onlineshop - Presentation



The product is not really staged, it is just a simple photography of the product itself. Directly under the main photo you can find some close ups with details. To enlarge the photo you just have to click on it. One thing which is really very important to mention, is that ZARA does not show any faces at the product pages, so that the customer can focus on the cloth.



On the right side of the Picture you can see the product designation, the price and the Ref. number. Moreover you get information about the composition and care, shipping and return. Then you can choose between color and size (drop down button). There is also a very detailed size guide to help you find out how to choose your right size.

# Zara - Onlineshop - Presentation



By scrolling down the page, you get some recommendations what to wear with the chosen cloth and you can also see the last products viewed.

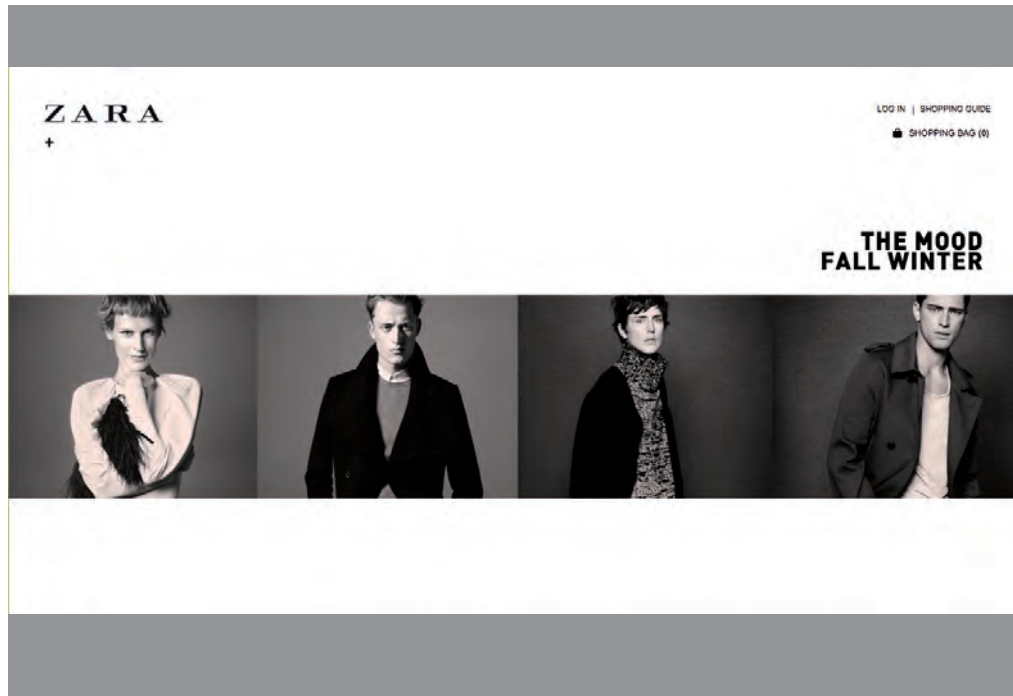
## WEAR IT WITH...



## LAST PRODUCTS VIEWED:



# Zara - OnlineShop - Presentation



Zara also has its own group for their campaigns. There the user can find the actual clothes of the campaign and choose between women, men and children. After choosing this, you can decide which campaign should be shown.

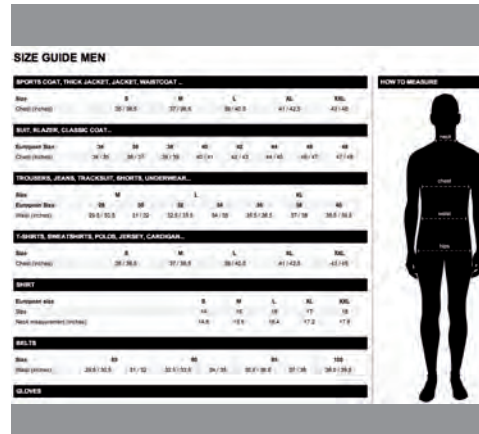


To enlarge one of the pictures, you have to click on it. Then you see all items on the right side use for this campaign shoot.

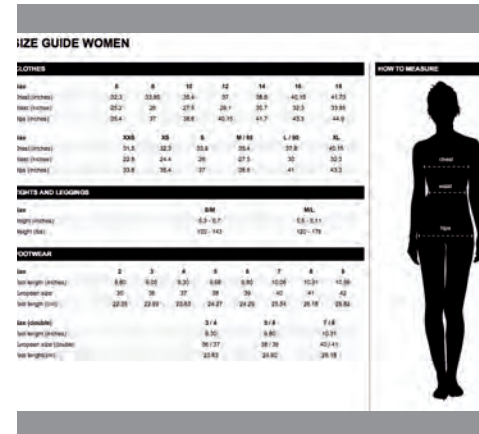
# Zara - OnlineShop - Advisory Service



On every side of the homepage you can find the button „Shopping guide“ at the top of the right side. This explains you how to shop on the homepage by using video tutorials and pictures. Moreover you get aware of: General information, Payment, Delivery, Returns, Exchanges and Technology .



To be sure you buy the right size, there is a very detailed size guide. It is separated in different categories like thighs and leggings, sport coats, skirts or gloves. Furthermore there is silhouette showing how to measure you.



Furthermore you can find a “composition and care” button showing you all Exterior being use and how to take care. There is no way to get direct recommendations on the product. You just have the possibility to share it on Facebook, Twitter and per Email.



# Zara - OnlineShop - AfterPurchaseServices

COMPOSITION AND CARE ▼ SHIPPING ▲ RETURN ▼

## SHIPPING

**COLLECTION IN STORE FREE**  
In the store of your choice in 3-5 working days

**STANDARD 3.95 GBP**  
In 3-5 working days

**EXPRESS 9.95 GBP**  
In 24-48 hours (working days)

*We only deliver UK mainland*

The time of delivery depends on the type chosen on the page. You have the possibility to deliver the order to your home, so delivery time will be between 3 - 5 working days. The cost will be about 3,95€ per order. Another possibility is sending the order to your local ZARA store and pick it up there.

COMPOSITION AND CARE ▼ SHIPPING ▼ RETURN ▲

## RETURN

You have 30 days from the order date in which to do so.

**RETURNS IN STORE FREE**  
You can return items to any Zara store in the country where the purchase was made.

**RETURNS FROM YOUR HOME FREE**  
You can request for items to be collected from your home through the returns from [home section](#).

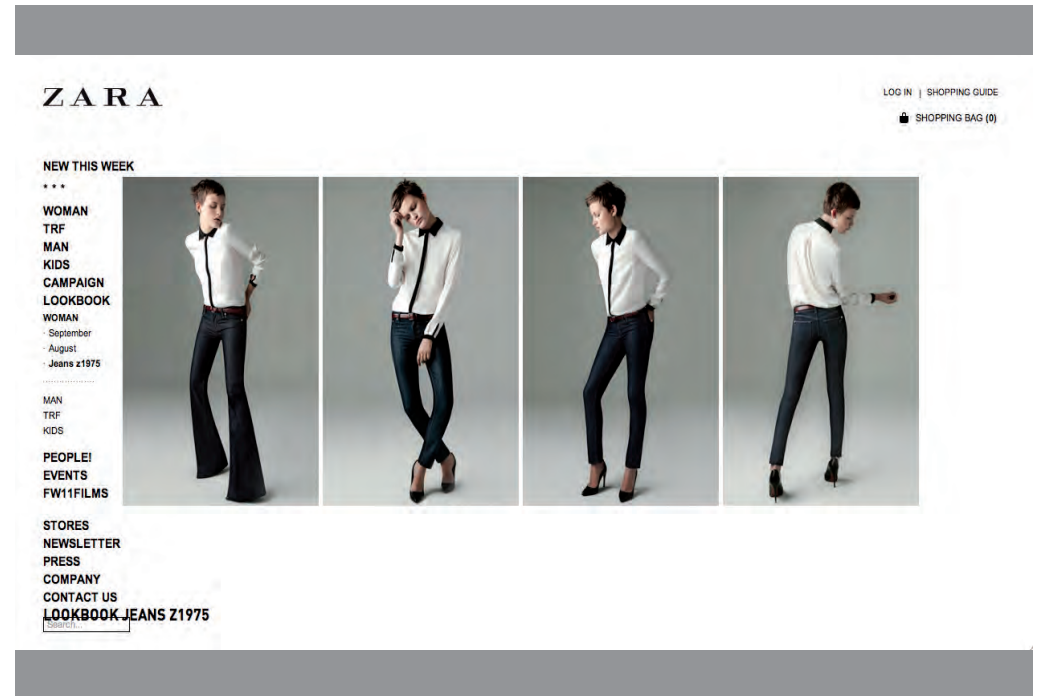
More information on [exchanges](#) and [refunds](#) policy.

The shipping will be for free and take also about 3-5 working days. If you are in hurry and need you clothes faster, then you have the opportunity to order it by express. It would last 24-48 hours and cost 5,95€ per order.

# Zara - OnlineShop - Dwadling & Socializing



Zara has found out find some ways, which make the online shopping more interesting and socialized for their customers. One of these is their Lookbook. It is strictly separated into the four categories woman, man, TRF and kids. There they show you different outfits and how to combine their clothes in a way the Zara designer think it matches.



The photography this time is staged and you see the models faces. On the right side, the single items are listed so that the costumer can easily find the right clothes for that look. Moreover you share this look with your friends on facebook or twitter by using the blue button on the right side.



# Zara - OnlineShop - Dwadling & Socializing



Another way Zara involves their costumers is by using the “People” category. Actually it is nearly the same as the lookbook, but the special thing is, that here normal customers show how they wear Zara fashion. Zara would like people who are interested in fashion to join. To do so you have to create a look with at least 2 items from Zara’s collection and sign up for “PEOPLE” and upload the photo. Each week a new selection of photos from the different season’s collection will be published on the Web.

ZARA

NEW THIS WEEK

\*\*\*

WOMAN

TRF

MAN

KIDS

CAMPAIGN

LOOKBOOK

PEOPLE!

INSTRUCTIONS

SAMPLES

OCTOBER #3

OCTOBER #2

OCTOBER #1

EVENTS

FW11FILMS

STORES

NEWSLETTER

PRESS

COMPANY

CONTACT US

Search...



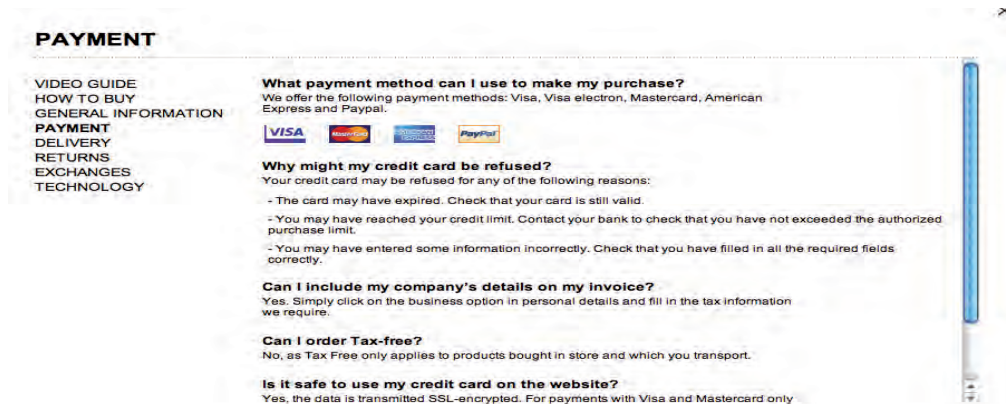
If your photo has been selected you will receive 300€ for your participation. By doing this they identify themselves with the brand and share their own fashion style with costumers from the rest of the world. More over you can share the presented look directly with your friends on Facebook, Twitter or per Mail.

# Zara - OnlineShop - Dwadling & Socializing

They also socialize by promoting their section "follow us" where you can find the link to these topics :

- Newsletter
- Facebook
- Youtube
- Flickr
- Mobile web
- My account

# Zara - OnlineShop - TrustGaining



## Is it safe to use my credit card on the website?

Yes, the data is transmitted SSL-encrypted. For payments with Visa and Mastercard only SET transactions (secure electronic transactions) are accepted. After verifying that the card is included in the SET system, the system will contact the card-issuing bank to enable the buyer to authorize the purchase. When the bank confirms the authenticity, the payment will be charged to the card. Otherwise the order will be cancelled.

First of all Zara is worldwide known and established as a brand. The whole Homepage is designed were elegant and low keyed, that mediates lots of people a secure feeling. Moreover you can find a note in the shopping guide where they affirm that payment with the credit card is safe.

# Zara - OnlineShop - GoGreen & FairTrade

There are different ways ZARA works on its Environmental policy.

## At the store

- - To save energy.
- - The eco-friendly shop.
- - To produce less waste, and recycle.
- - The commitment extends to all their staff.
- - An environmentally aware team.

Recycling hangers and alarms, which are picked up from the shops and processed into other plastic elements, is an example of their waste management policy. Millions of hangers and alarms are processed each year and both the cardboard and plastic used for packaging are also recycled.

## With the product

- - They use ecological fabrics.
- - Organic cotton.
- - They manufacture PVC-free footwear.

Zara supports organic farming and makes some of its garments out of organic cotton (100% cotton, completely free of pesticides, chemicals and bleach). They have specific labels and are easy to spot in the shops.

For the transport, they use biodiesel fuel, so Zara's fleet of Lorries, which transport more than 200 million items of clothing a year, use 5% biodiesel fuel. This allows them to reduce their CO2 emissions by 500 tons.

Another point to be mentioned is their Animal welfare policy. All products of animal origin sold in the shops, including fur and leather, come exclusively from animals raised on food farms and under no circumstances come from animals sacrificed exclusively for the sale of their hide.