# Zara marks 50 years with supermodel celebration and new sustainable fashion push



# Celebrating 50 Years of Zara: A High Street Phenomenon

When Linda Evangelista famously asserted in a 1990 Vogue interview that she wouldn’t rise for less than $10,000 a day, she epitomised the glitz and glamour of the supermodel era. As she turns 60, this quote serves as a reminder of the cultural influences that have shaped the fashion industry, and evokes nostalgic memories of the supermodels who commanded the high-fashion world. Yet, in a surprising twist, these icons converged not for a luxury brand like Chanel or Gucci, but to celebrate Zara, the beloved high street chain that is marking its 50th anniversary.

This remarkable gathering of modelling royalty, orchestrated by legendary photographer Steven Meisel, included luminaries such as Naomi Campbell, Cindy Crawford, and Twiggy. They came not just to pose, but to celebrate Zara's milestones through a joyous performance set to Donna Summer's disco classic "I Feel Love." The photo shoot underscores the unique intersection of high fashion and accessibility that Zara represents.

Founded in the quaint Spanish town of A Coruña in 1975 by businessman Amancio Ortega, Zara has evolved into a global fashion powerhouse with over 5,800 stores in 98 countries. Despite its foothold in fast fashion, Zara distinguishes itself with a focus on quality and sustainability. Marta Ortega Perez, the brand’s non-executive chair and Ortega’s daughter, advocates for this ethos, claiming that Zara’s operational practices align with more responsible manufacturing processes.

Zara's mission to provide affordable yet stylish pieces has endeared it to consumers. British shoppers were introduced to Zara in 1998, and since then, the brand has been integral to many wardrobes. Its knack for creating catwalk-inspired items at accessible prices has made it preferable to many, proving that you can indeed have your cake and eat it too in the world of fashion. Items that mirror luxury trends, like the chic tuxedo jacket priced at £139, are showcases of Zara's strategic placement in the market.

Looking back into the evolution of Zara’s popularity, particularly among millennial and Gen Z consumers, it is striking to see how much the brand's offerings have adapted. Whilst earlier generations coveted copies of high-fashion pieces, today’s shoppers are captivated by Zara’s ability to innovate with collections like the viral "Dress" of summer 2019, which became an internet sensation. Similarly, at this year's New York Fashion Week, Zara introduced a collection featuring layered black styles, proving its ongoing relevance in seasonal trends.

Amidst these developments, Zara faces criticism as a significant player in the fast fashion crisis, with estimates suggesting it produces around 450 million garments annually. However, the company asserts that its approach to fashion is both responsible and innovative. This dual narrative—of being both a fast fashion giant and a brand striving for sustainability—is where Zara finds itself walking a delicate line.

In celebrating its five-decade legacy, Zara also embraces the nostalgia of past fashion eras. The recent shoot included not just supermodels who helped define the 90s, but also nods to iconic pieces that have transcended time. For Twiggy, who made waves in the 1960s, working with Meisel again represents a full circle in a career that has undoubtedly influenced generations.

As Zara releases its latest collection, including items that align with emerging trends such as the layered silhouettes noted in current couture, it remains clear that the brand is adept at capturing the zeitgeist. Offering pieces at budget-friendly prices, Zara continues to attract a dedicated following.

In an ever-changing fashion landscape, Zara demonstrates that it can simultaneously celebrate its rich history while continuously evolving to meet consumer demands. Indeed, the supermodels may not wake up for less than $10,000, but Zara’s loyal customers are more than willing to queue for the latest pieces designed with both style and affordability in mind.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.vogue.com/slideshow/steven-meisel-zara-new-york-fashion-week-celebration-2023)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.vogue.com/slideshow/steven-meisel-zara-new-york-fashion-week-celebration-2023)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.vogue.co.uk/article/spring-summer-2025-fashion-trends)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.whowhatwear.com/zara-summer-2025-collection)
* Paragraph 8 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
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* Paragraph 10 – [[1]](https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14693941/high-street-Zara-supermodels-LAURA-CRAIK-everywoman-store-celebrating.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.vogue.com/slideshow/steven-meisel-zara-new-york-fashion-week-celebration-2023> - In September 2023, Vogue reported on a collaboration between fashion photographer Steven Meisel and Zara, celebrating the launch of a new collection during New York Fashion Week. The event featured supermodels such as Linda Evangelista, Kaia Gerber, and Liya Kebede, who showcased the collection's black and white campaign imagery. The collection included items like a black faux fur trapper hat, a black sequined shirt-jacket hybrid, and a classic leather moto jacket, all inspired by Meisel's signature layered black wardrobe. The collection was made available to the public starting September 18, 2023, both online and at a SoHo pop-up shop.
3. <https://www.vogue.co.uk/article/spring-summer-2025-fashion-trends> - British Vogue's article highlights key fashion trends for Spring/Summer 2025, including the resurgence of skorts and skirts-over-pants. Designers are embracing hybrid styles like skants, skousers, and one-legged pants, offering both style and practicality. The trend is exemplified by Matthieu Blazy's sophisticated take on the trend in an all-black silhouette and Johanna Parv's practical light grey shell version. The article also features various styling inspirations and options from brands like Paloma Wool, Zara, Loewe, Weekday, and Mango, showcasing the versatility and appeal of this trend in contemporary fashion.
4. <https://www.whowhatwear.com/fashion/shopping/editor-approved-spring-summer-zara-picks-2025> - Who What Wear's article presents 30 standout fashion pieces from Zara's 2025 spring and summer collections. The curated selection includes a mix of classic, trendy, and ethereal designs, featuring items like head-turning dresses, pretty tops, stylish jeans, and elegant sandals. Notable pieces include suede bags, white maxi skirts, mesh ballet flats, linen pants, and heeled flip-flop sandals. The article emphasizes the versatility of these items for effortless, chic dressing and encourages readers to shop early due to their anticipated popularity and potential for quick sell-outs.
5. <https://www.whowhatwear.com/zara-summer-2025-collection> - Who What Wear's article highlights Zara's summer 2025 collection, featuring 50 trend-forward and stylish items expected to sell out before June. The collection showcases a wide range of warm-weather essentials, including breezy linen garments, chic swimsuits, elegant sandals, and vacation-ready dresses. Popular styles include a white poplin dress, brown polka-dot bikini, effortless linen tops and skirts, ruffled butter-yellow pieces, and powder pink outfits. The article also notes trends such as ethereal sheer fabrics, sleek kitten heels, and scoop-neck white tank tops, emphasizing the collection's focus on comfort, versatility, and seasonal trends.
6. <https://www.whowhatwear.com/best-zara-spring-fashion> - Who What Wear's article features Zara's latest Spring 2025 collection, highlighting standout pieces likely to sell out quickly. The collection includes luxurious suede jackets, preppy knit polos, chic peplum silhouettes, and refreshed color palettes like buttermilk, powder pink, cerulean, and icy blue. Notable items are elevated kitten heels, minimalist white minidresses, rich-looking jackets, and trendy striped polos. The article also mentions soft suede sneakers, coastal-inspired casual pieces, plaid and gingham staples, linen pants, and slim-fitting trousers, marking a return to tailored styles. The collection blends high fashion aesthetics with budget-friendly pricing, offering versatile pieces perfect for refreshing spring wardrobes.