



Zara

Case Study



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

The customer is at the heart of our unique business model, which includes design, production, distribution and sales through our extensive retail network.

Brief

Leading international fashion brand, Zara, needed to maximise stockroom storage capacity in the limited available area.

Striving to meet the needs of customers and stay ahead of the latest fashion, Zara needed a solution that would allow a sufficient amount of stock to be kept on hand with inventory being rapidly replenished.

The brief was to effectively combine flat pack and hanging garment storage. Zara required freestanding garment shelving where walls were not load-bearing. A solution was also required to easily and safely access the products stored on upper levels.

Solution

After an extensive onsite audit, we reconfigured the layout design to cater to efficient warehouse traffic and flow. After an extensive site analysis, the Sigma shelving system was selected and supplied.

The Sigma shelving was proven to be the perfect choice for garment rails, adjustability, and free-standing versatility.

An innovative storage solution, the system enabled flexible flat pack and hanging storage, allowing Zara to effectively store their evolving stock lines.

Platform ladders and small Kik stools were supplied to improve accessibility and safety for staff retrieving stored inventory.



Results

With a highly functional and innovative retail shelving solution now in place, Zara's stockroom inventory is now maximised, enabling greater storage capacity and density.

The solution resulted in more efficient onsite storage enabling staff to easily find and access stock. Rapid replenishment has seen improvements in customer satisfaction, experience, and sales.