

ZARA

LOS ANGELES | THE GROVE



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ZARA ENHANCES ITS PRESENCE IN LOS ANGELES WITH A LANDMARK FLAGSHIP AT THE GROVE

June 4, 2025

Opening follows a new Zara store in Brea, California, last week.

In celebration of its 50th anniversary, Zara continues to elevate itself in the U.S. with flagship stores and cutting-edge technology, fostering an even deeper connection between the brand and its customers.

Located in the heart of The Grove, West Los Angeles' premier open-air luxury and fashion destination, Zara unveils its latest concept in a striking 26,300 sq. ft. space across two floors dedicated to Women's and Men's collections. This grand opening follows last week's opening of a Zara store at the Brea Mall, further expanding the brand's presence in Los Angeles.

Conceived and developed by the Zara Architecture Studio, Zara The Grove is designed to create a warm ambiance, effortlessly guiding customers through uniquely tailored spaces that reflect the distinct personality of Los Angeles. Each area is thoughtfully curated to provide a seamless shopping experience, enhanced by the latest technological advancements from Zara's integrated platform.

Opening to the exterior with a striking white mortar façade, the store features vertical architectural lines framing expansive windows, allowing natural Los Angeles sunlight to illuminate the interiors. Upon entry, a spectacular circular hall leads shoppers into dedicated sections for women's collections, including specialized areas for handbags, accessories, and lingerie. Along the perimeter of the large windows, a succession of spacious rooms, marked by porticoes and wood and grey-toned marble floors, displays Zara's collections on elegantly designed metal and wooden modules.

On the second floor, Zara's most extensive menswear selection is presented in environments that radiate warmth and intimacy, making shoppers feel at home. Adjacent to the large central window, the Athleticz sportswear collection is integrated as part of Zara's trend-forward offerings for younger customers.

Each space is carefully curated, featuring distinct architectural details, premium furnishings, antique chairs, statement lighting, and art pieces that elevate the shopping experience while fostering a deeper connection between the brand and its customers.

With its thoughtful design, sophisticated aesthetic, and cutting-edge retail technology, Zara's opening at The Grove strengthens its presence in the Los Angeles area. Just a week ago, Zara introduced a new store in Brea, at Brea Mall, which integrates Women's, Men's and Kids' collections, following last November's unveiling of a refreshed image store in Canoga Park, at the Westfield Topanga. Looking ahead, the brand will continue expanding its California presence, opening a new flagship store in Costa Mesa, at the South Coast Plaza, this fall.

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INNOVATION IN CUSTOMER EXPERIENCE

At Zara The Grove, customer service is more than a commitment, it's a cornerstone of the shopping experience. Zara continues to redefine retail by seamlessly integrating physical stores with digital convenience, allowing customers to engage with the brand effortlessly, from any device.

The store incorporates state-of-the-art retail technology, offering features designed for ease and efficiency, including real-time inventory browsing to locate items instantly, and two-hour in-store pickup for online orders, enhancing accessibility.

To further optimize convenience, Zara The Grove introduces advanced solutions such as:

- A high-capacity pickup silo for online orders designed to accommodate up to 650 packages;
- Assisted self-checkout stations for faster transactions; and,
- Automated stations for processing online returns, minimizing wait times.

The store also features a cardboard collection point, encouraging customers to recycle packaging responsibly, and a clothing donation container to extend the lifespan of pre-owned garments.

EFFICIENCY

Reflecting Zara's commitment to sustainability, Zara The Grove integrates advanced energy-efficient systems to minimize environmental impact, including optimized heating and cooling, LED lighting for enhanced energy savings, and the use of more environmentally-friendly materials throughout the space.

Additionally, the store is connected to Zara's Inergy platform, a centralized system that monitors air conditioning and electricity usage to optimize energy management; identifies the most efficient operational strategies; and improves maintenance and reduces overall energy demand.

ZARA & INDITEX

Zara is part of the Inditex Group, a global fashion company that also includes Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, and Zara Home. Built on a foundation of continuous innovation and customer service, Inditex operates a highly integrated platform, spanning 98 markets and 214 online markets, with a commitment to achieving climate neutrality by 2040.

Since making its U.S. debut in 1989 with a store on Lexington Avenue in New York City, Zara has steadily expanded its footprint across the country. Today, it operates more than 100 stores nationally and employs 6,000 people.

This year, Zara celebrates its 50th anniversary. On May 9, 1975, founder Amancio Ortega opened the first-ever Zara store in A Coruña, Spain, a pivotal moment that introduced a new approach to retail, one driven by customer insights, accessibility, and quality fashion at affordable prices.

Now, in 2025, that same philosophy continues to guide Zara's evolution. The brand remains focused on delivering a seamless shopping experience, blending digital convenience with immersive in-store engagement to meet customers wherever they are.

THE GROVE

Developed by Caruso in 2002, The Grove is one of the country's most acclaimed shopping, dining and lifestyle destinations, offering the best mix of retail, restaurants and entertainment in Southern California. Set on 20 acres adjacent to the historic Original Farmers Market in Los Angeles, The Grove offers a welcoming park-like setting with a vibrant pedestrian streetscape and first-class retail experience that successfully marries hometown charm with high-end shopping. This unique mix has earned The Grove recognition as the heart of the city – a “see and be seen” destination, a neighborhood gem and a community all its own.

The Grove's award-winning design, first-class Concierge service and community-like ambiance have garnered numerous awards and recognition throughout the retail industry, including being named the “#1 Shopping Destination in Los Angeles” by TripAdvisor, and ranking #2 of Fortune's “10 Highest Sales-Generating Shopping Centers” in the country. The Grove also tops Shopping Center Today's list of top 10 shopping centers in the world based on sales per square foot. For more information, please visit The Grove at <https://thegrovela.com> or on Instagram @TheGroveLA.



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