



Press Release: Zara - Fast Fashion Workshop Announced

Cary, NC and London, UK - [TC]² and The Industry Forum announce a Zara – Fast Fashion Workshop to be held June 2, 2006, at the Fashion Institute of Design and Merchandising in Los Angeles, CA.

Acknowledged as the best practitioner in the fast fashion arena with the shortest lead times, Zara is enjoying a 20% net sales growth per year and an above industry average for return visits per customer per year. At 2005 year's end, Zara had 852 stores in 60 countries with a further 130 planned in 2006.

Workshop highlights:

- Gain insight into Zara's ultra-fast supply chain cycle.
- Learn how Zara achieves less than 1% inefficiencies in its processes - from design to delivery; low inventories and markdowns substantially below the industry average.
- Identify key strategic actions to meet fashion consumer demand
- Understand the underlying principles of the Zara model and how these might be applied to other retail models
- Hear from a leading consultant about speed to market initiatives in the US.

The Zara Fast Fashion Workshop hours are 9:00am to 4:30pm, at Fashion Institute of Design and Merchandising, 919 South Grand Ave, Los Angeles, CA.

Workshop registration fee is \$200.00. Lunch will be provided.
Register now with Maria Muñoz at 919-653-3507 or email contact@tc2.com.

[\[TC\]²](#) is a recognized provider of solutions for the apparel and related softgoods industries specializing in technology development and supply chain improvement through research, education and consulting.

[Industry Forum](#), is the sector leader in implementing best practice in the fashion supply chain and has carried out 50 projects over the last 10 years, principally for UK retailers (e.g. Burton, House of Fraser, Marks and Spencer, New Look, Next and Topshop). Its most recent work has been in implementing fast fashion and in delivering customer service.

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