

Inditex, Industria de Diseño Textil SA in Apparel and Footwear (USA)

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Abstracts

Inditex operates a limited presence in the US, but plans to continue expanding in major metropolitan areas in order to increase its brand visibility. Whilst the company is the largest apparel company worldwide, it still lacks widespread brand recognition in the US. In February 2014 the company opened its first location in Seattle. Most Zara locations are located on the east and west coasts of the US in large population centres. Inditex plans to continue opening new stores, with major locations.

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