

# TOWARD SUSTAINABLE FASHION?

A case study on ZARA's  
sustainability practices.



0012 7482901 2744103 0592346 8774510 7255

Luna Tissera





# WHAT IS ZARA DOING TO BE MORE SUSTAINABLE?



100% cotton

Which contains at least:

OUTER SHELL

100% OCS certified organically grown cotton

CERTIFIED MATERIALS

OCS CERTIFIED ORGANICALLY GROWN COTTON

This fibre is produced using no artificial fertilisers or pesticides and is grown from seeds that have not been genetically modified. We are currently working with the Organic Content Standard (OCS) that monitors the process from the source to the end product.

Certified by Intertek 193341

[More information](#)



COMPOSITION, CARE & ORIGIN

COMPOSITION

We work with monitoring programmes to ensure compliance with our social, environmental and health and safety standards for our products. To assess compliance, we have developed a

[View more](#)

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

01

## CERTIFIED MATERIALS

OCS CERTIFIED ORGANICALLY GROWN COTTON

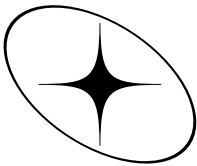
This fibre is produced using no artificial fertilisers or pesticides and is grown from seeds that have not been genetically modified. We are currently working with the Organic Content Standard (OCS) that monitors the process from the source to the end product.

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02



# WHAT IS ZARA DOING TO BE MORE SUSTAINABLE?



## CERTIFIED MATERIALS

RCS CERTIFIED RECYCLED POLYESTER  
Nowadays, recycled polyester is mainly made from PET plastic waste. This is a type of plastic that is widely used in a variety of items, such as plastic bottles. Using recycled materials helps limit the production of virgin polyester fibre. It is certified to the Recycled Claim Standard (RCS), which verifies the recycled content and tracks it from source to final product.

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04



## ZARA PRE-OWNED

MAKE YOUR LOVED GARMENTS LAST LONGER

GFRZ I NO RATI

CONTRAST TEXT  
20.00 GBP

Crop top with a round neckline and contrast long sleeves in poplin. Front fastening with matching covered buttons. XS | OTHERS

LIKE NEW

SELLER INFO:

*Cute top thats perfect for both work and a casual outfit. The colors match well with a pair of jeans as well as white trousers. It*  
[View more](#)

Year of purchase: 2022

ADD TO BAG

ASK FOR DETAILS

[SEE TRANSLATION](#)

SHIPPING, RETURNS, LAW OBLIGATIONS AND CIVIL LIABILITY

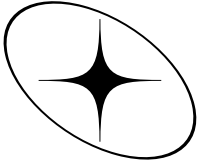
HOW TO BUY

CAN WE HELP YOU?

05



# MAIN OBJECTIVES



- 01** Evaluate the inclusion of products with OCS and RCS certifications in the website to determine how many products have certifications and assess the company's environmental commitment.
- 02** Analyze the prices of products based on the certifications they contain.
- 03** Analyze the trends of consumers who sell their products in the pre-owned section to understand consumer behavior within the product lifecycle.



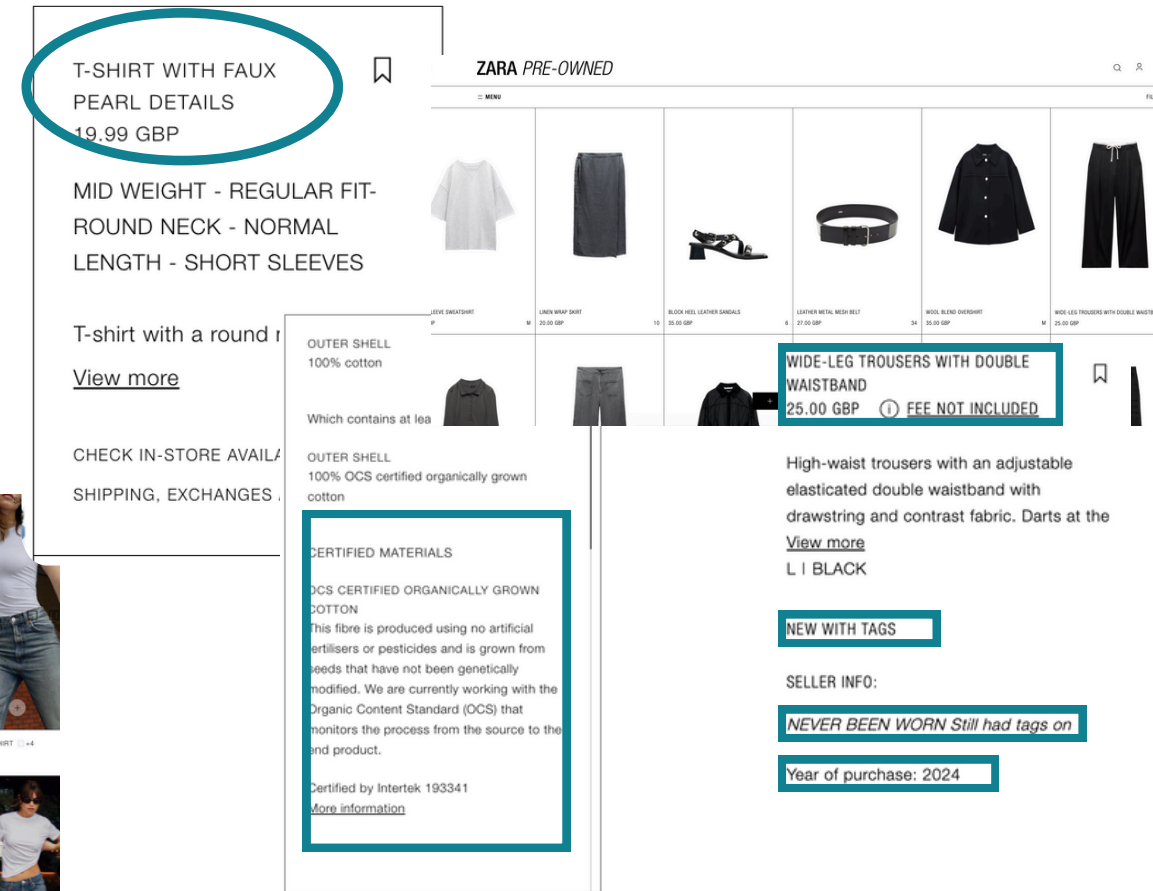
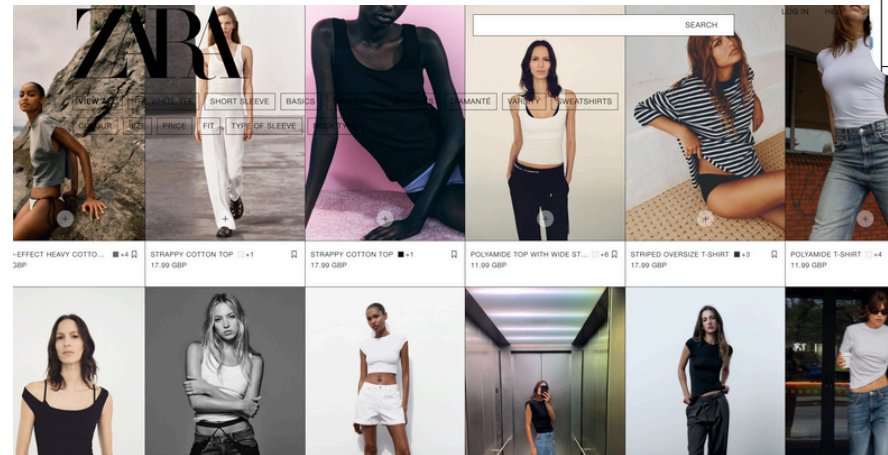
# WORK FLOW



01

## WEB SCRAPING

using selenium



02

## DATA CLEANING

MOST MESSY STEP

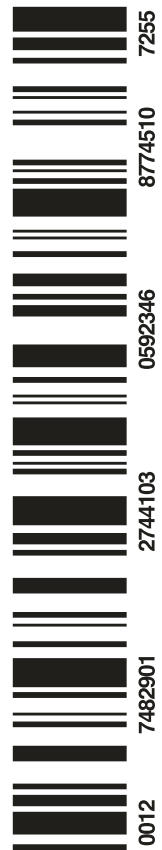
03

## TABLEAU

VISUALIZATIONS

# WHAT KEY INSIGHTS DID THE ANALYSIS REVEAL?

TABLEAU







# THANK YOU!

