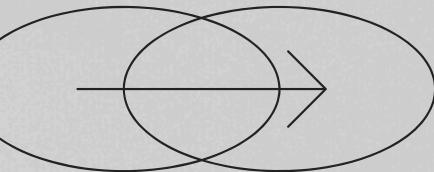




MOCK CAMPAIGN FOR ZARA

2025



SUSTAINABLE CAPSULE
CAMPAIGN

REWEAR THE
RUNWAY

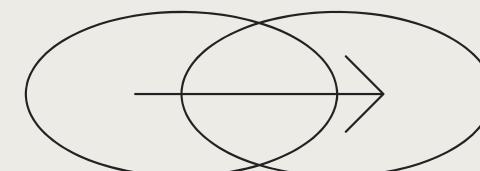
REWEAR THE RUNWAY: THE CONCEPT



Rewear the Runway is a sustainability-focused social media campaign designed to reframe how we approach styling and shopping.

This mock campaign encourages Zara customers to take one existing item in their closet and style it three different ways — showing that personal style doesn't require constant consumption.

The campaign uses community storytelling, influencer collaboration, and user-generated content to drive engagement and showcase how sustainability can feel modern, chic, and accessible.

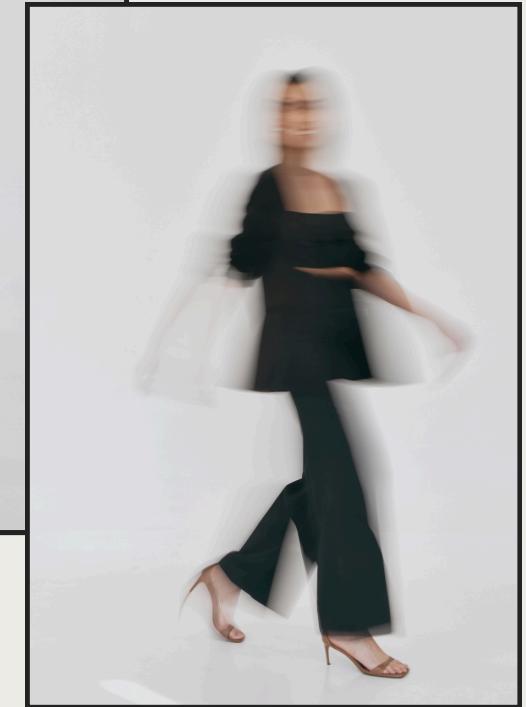


WHAT IS TRENDING NOW



- Gen Z doesn't mind outfit repeating — if it's intentional. They love restyling 1 piece multiple ways.
- Fashion is content. Users post outfits as storytelling (GRWM, outfit recap reels, styling hacks).
- Consumers crave sustainability without sacrificing aesthetics. Neutral tones + timeless cuts + secondhand vibes = ✨

As we look to the future, fashion agencies are likely to continue exploring innovative ways to blend tradition with modernity, ensuring their collections remain both groundbreaking and timeless.



#REWEARRUN WAY WEEK ACTIVATION

What It Is

A 7-day digital challenge encouraging users to rewear one Zara piece in multiple ways. Think styling, storytelling, and sustainability.

Key Activities

- Daily themes: (e.g., Blazer Monday, Date-Night Thursday, Vintage Remix Saturday)
- Creator takeovers + community submissions
- Best reels/stories featured on main Zara IG
- Zara reshare badges as UGC incentives

Goes Live: August 5–11, 2025

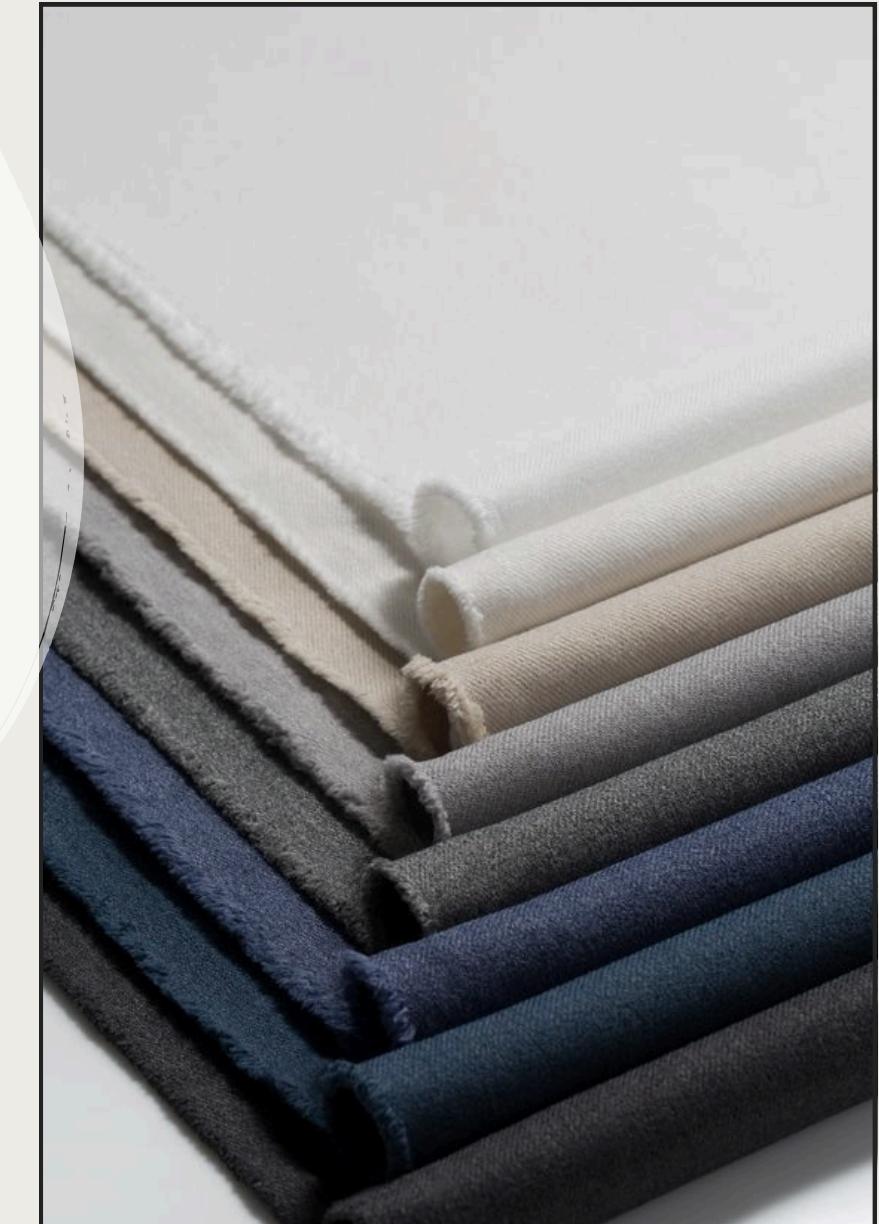
Tag: #RewearTheRunway #StyledMyWay

Winner gets featured in Zara Stories + \$250 credit



CAMPAIGN MOODBOARD

◆ ELEVATED STREETWEAR ◆ INTENTIONAL STYLING ◆ NEUTRAL LAYERS



THE NEW ZARA MUSE



The Street Minimalist

Alia, 35

Lives in the city. Buys neutral pieces that mix and match. Loves clean lines, secondhand finds, and pieces that last.



The Bold Recycler

Nia, 22

Scrolls Zara at midnight. Loves rewearing pieces with a twist. Won't gatekeep her style hacks.



The Quiet Trendsetter

Pete, 19

Shops online with intention. Loves quiet trends, soft silhouettes, and rewearng outfits that feel like him. Eco-conscious with a Pinterest soul.



The Retro Remix

Claudia, 28

Vintage pop energy meets fast fashion flips. Wears past-season Zara like runway. Uses reels + resale apps to remix her wardrobe every week.

2025 STYLE SIGNALS

INSIDE THE ZARA CONSUMER'S MIND

TREND 1: **"PERSONALIZED REWEARING"**

- *Insight: Gen Z doesn't mind outfit repeating — if it's intentional. They love restyling 1 piece multiple ways.*
- *How this campaign taps in:*
- *"One Zara Piece, 3 Moods" posts.*
- *Carousel CTAs like 'Are you feeling A, B or C today?' boost engagement.*

TREND 2: "STYLE-AS- CONTENT"

- *Insight: Fashion is content. Users post outfits as storytelling (GRWM, outfit recap reels, styling hacks).*
- *How this campaign taps in:*
- *Reels show "Look 1 to 3" transitions, community challenges, UGC remix chains.*

TREND 3: "THRIFT- FLAVORED AESTHETIC"

- *Insight: Consumers crave sustainability without sacrificing aesthetics. Neutral tones + timeless cuts + secondhand vibes = ✨*
- *How this campaign taps in:*
- *Moodboard + "New Zara Muse" celebrate conscious style with character.*
- *Capsule styling, reworn pieces, resale-app crossover.*

CONTENT STRATEGY

Higher engagement by turning ZARA fans to creators

INSTAGRAM CAROUSEL

- Showcase 1 core Zara piece styled 3 ways:
- Runway look
- Street style
- WFH or event wear
- Caption CTA: “Which one are you wearing this week? A, B or C?”
- KPI: Save rate, outfit re-creations, stylist tags

REELS / TIKTOK

- Trend format: 6-second transitions of outfit swaps
- Community UGC chain — tag 3 people to rewear it their way
- Overlay copy: “You’ve seen it on the runway. Now show us yours.”
- KPI: View-through rate, shares, hashtag use

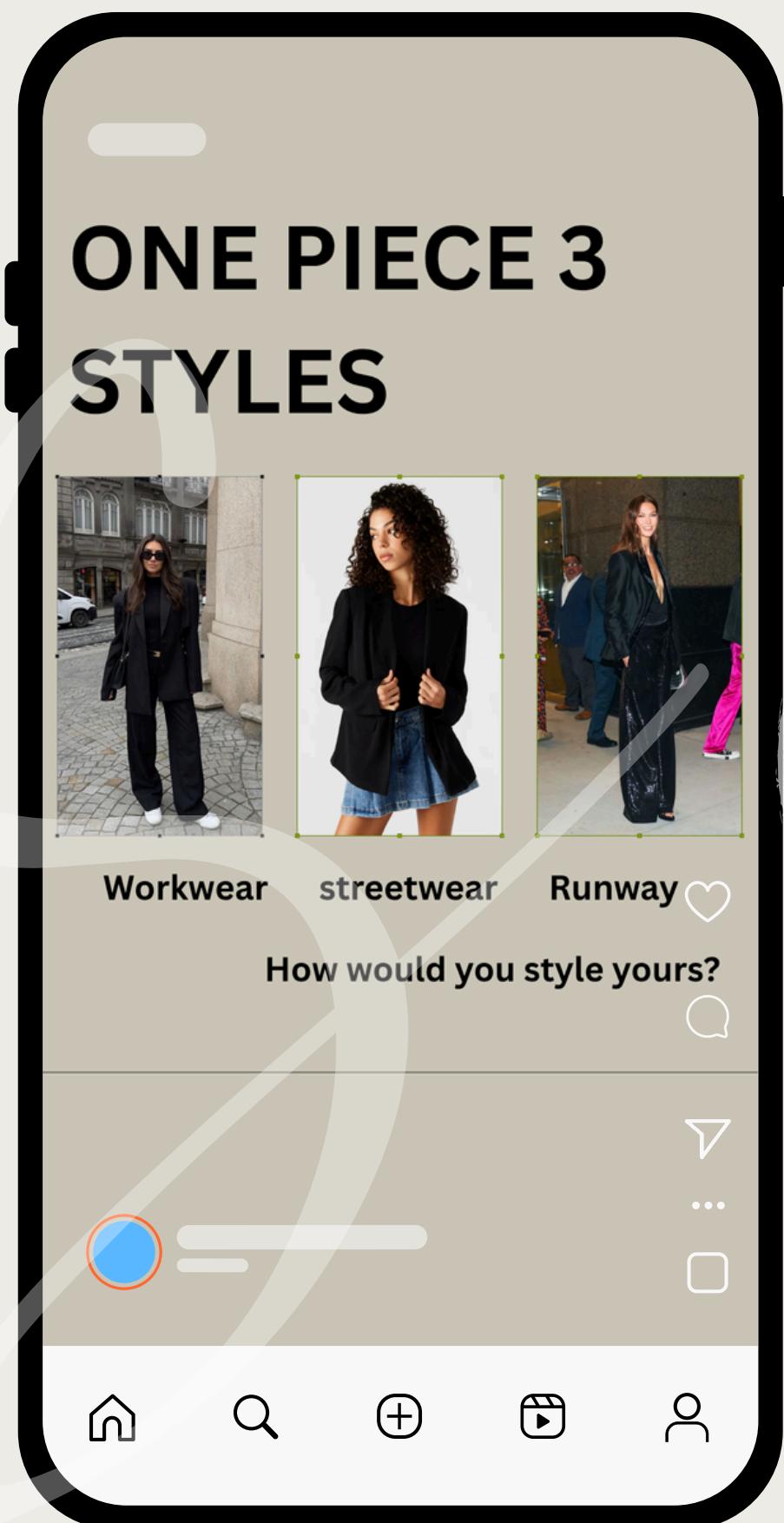
INSTAGRAM STORIES

- Daily poll series: Yes/No on looks
- Interactive tags for “Your Version” → submit re-creations
- Pin 3 best ones every week to campaign Highlights
- KPI: Story taps, community reshares

[#RewearTheRunway • IG / TikTok / Stories](#)



Instagram Carosell



REELS/ TIKTOKS



Instagram Story

Campaign in Action



CAPTION SERIES

"One piece, 3 lives." Show how 1 Zara item is worn in 3 real-life contexts – WFH, Date Night, Weekend Market.



VIDEO TRENDS

"Your version of this look?" Encourage community to recreate styling transitions with trending audio.



REPOST STRATEGY

Feature tagged looks weekly. Repost the most creative ones with a “Muse of the Week” highlight tag.



STYLING COPY

Use storytelling product copy like: “This jacket has seen 3 cities, 2 coffees, and 1 awkward date.”

How We Measure Success



Engagement metrics

- Reel Views Target: 100K+ within 2 weeks
- Save Rate: Increase by 20% on styling posts
- Repost / Reshare Rate: Minimum 15% on community polls
- UGC Growth: At least 30 tagged rewear posts in first 30 days
- New Follows: +5K from styling challenges & reels

Sustainability Impact

- Promote rewearing > re-buying
- Spotlight 30+ community stylists to normalize capsule wardrobes
- Reduce Zara return rates via better education/styling guides
- Encourage rewear via “Style It Again” story series
- Cross-promotion with resale apps or sustainable creators

Let's Collaborate

- Potential collabs with fashion stylists, resale platforms (Depop, Poshmark), or influencers known for capsule wardrobes.
- Opportunities to co-create reels, host styling workshops, or resale pop-ups.
- Use brand ambassadors from the "Zara Muse" personas.

PR & Media Rollout

- Feature on Zara's newsletter: “Top 5 Ways to Rewear Your Zara”
- Press release: “Zara’s Community-Led Campaign That Celebrates Outfit Repeats”
- Pitch visuals to magazines like Grazia, Refinery29, or The Zoe Report

Learnings & What's Next

- **Fashion lovers want to rewear—they just need styling inspiration**
- **UGC grows fastest when there’s a “challenge” (e.g., rewear in 3 styles)**
- **Experiment with Zara Home crossovers**

Thank you!

BY SONALI OJHA

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