



# Fast-fashion icon Zara to open at King of Prussia Mall

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Capitalizing on the fast-fashion craze, King of Prussia Mall will open a Zara store next year.

Simon Group, owner of the mall, announced Tuesday that it plans to open a flagship 30,000-square-foot, two-level store.

The Spanish-based company joins Primark of Ireland and kids' apparel retailer Orchestra of France as fast-fashion brands that have joined KOP Mall's retail roster in the last 18 months.

Zara "will be a wonderful addition to this world-class property," said Vicki Hanor, senior executive vice president and managing director of luxury leasing at Simon. "We are thrilled they are joining us."

Since entering the U.S. market, Zara has enjoyed widespread popularity, especially among teenage girls. Retail experts say it's not unusual for its stores, such as the one in Miami, to have a line waiting outside for its daily opening.

"From a consumer perspective, fast-fashion retailers continue to be popular because of the accessibility, affordability and most importantly, the immediacy they offer shoppers. Consumers can see the trends on the runway and shortly after buy them at an affordable price point in their own backyards," said Bob Hart, mall manager for King of Prussia. "From a retailer perspective, the model works because it creates demand and generates quick turnover of merchandise. Customers know that if they see an item they like, they should buy it, as it may not be there next week."

The retailer's ability to quickly change its clothing designs — thanks to a global manufacturing and distribution network — and offer them at cheap prices falls in line with what other fast-fashion brands such as H&M of Sweden and Forever 21 based out Los Angeles have done.

Cherry Hill Mall will open a 26,000-square-foot Zara this fall.

That mall maximized existing space and built out an additional 5,000 square feet for the store, according to a spokeswoman for Pennsylvania Real Estate Investment Trust (PREIT), which owns Cherry Hill Mall.

"Zara is one of the most dominant and largest fast-fashion worldwide retailers," New York-based national retail consultant Howard L. Davidowitz said on Tuesday. "It delivers fashion knockoffs in a few weeks from concept to ready for sale. It is wildly popular with younger shoppers, but has a broad appeal."

Other mall changes announced by KOP Mall on Tuesday include the opening of a new flagship store for Foot Locker and the expansion of Vineyard Vines.

A KOP Mall spokeswoman said Foot Locker will relocate and expand into the former Uniqlo space, while Zara will occupy Foot Locker's current location. Sephora, on the second level, will also move, to the space formally occupied by two restaurants next to Vineyard Vines. Vineyard Vines will expand into some of the adjacent space to its current location.