



Oracle Interiors
The Fast Fashion Handbook

A day in the life of a new Zara store....

This book represents a day in the life of a new store.

Not literally one day, but a number of weeks you understand. What starts out as another developer's shell on a brownfield site in Maidstone, with water streaming down the walls, rapidly becomes a living, breathing, vibrant new store for Zara.

The undisputed fast fashion leaders across the globe opened more than xx stores in 2004, and the growth rate continues apace.

But behind the facade, many toil to make this a reality

This is our story, and this is what we do for a living.....























