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## Zara unveils new two-level store at New England Development's CambridgeSide

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Photo courtesy Zara

Cambridge, MA CambridgeSide, a New England Development property, has opened fashion brand Zara featuring a store on two floors, dedicated to women's and men's collections.

Conceived and developed by the Zara Architecture Studio, the store's interior is accented with neutral tones and natural textiles that create a clean backdrop for customers to visit each section. Customer service is a pillar of the project. Zara is focused on providing all customers, wherever they are, with a seamless shopping experience that integrates the stores with the Zara online platform to

interact with the brand anytime, from any device.

Zara at CambridgeSide offers customer-friendly features such as real-time browsing of in-store inventory and the ability to locate items effortlessly. Additionally, customers can place online orders for in-store pickup within just two hours. The store is designed with cutting-edge solutions to elevate the shopping experience, including an online order pickup silo and an assisted self-checkout area.

The store also features a cardboard collection point, encouraging customers to recycle packaging responsibly, alongside a clothing collection container to extend the useful life of pre-owned garments.

“We are thrilled to welcome renowned fashion brand Zara to CambridgeSide. Shoppers will love the new location with two expansive levels of women’s and men’s fashions. Zara at CambridgeSide is a beautiful and substantial addition to the Boston retail scene and is simply not-to-be-missed,” said Melissa LaVita, regional marketing director of CambridgeSide.

The reimagined CambridgeSide is a sought-after destination for shoppers. Zara joins an exciting lineup of new retailers and restaurants at CambridgeSide, and an energetic food hall, CanalSide Food + Drink, with 13 eateries and waterfront bar.

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