

To: Stephanie F Beauty Brite
From: communication@zara.com

Dear Stephanie,

As [Animal Crossing: New Horizons excitement sweeps the nation](#), Zara's new autumn and winter clothing theme also offers warmth and companionship for people unable to leave their homes due to the continued COVID-19 outbreak. Zara, as the world's leading clothing brand, has always made remarkable achievements in commodity innovation. The autumn and winter collection took inspiration from Animal Crossing's winter missions that players can experience the festivals' atmosphere by going to the clothing store to buy limited edition clothes and enjoy the festival with their good friends.

The creation concept of the new collection of Zara products is hoping that the public can live a joyous life under the coronavirus pandemic and have a good time with their family and friends. "Zara has always been on the front lines of fashion," Zara's design director Fabien Baron said. He highlighted the pajamas in the autumn and winter collection. It is the first time Zara launch winter pajamas for two, and people can wear them together like a conjoined baby with their friends. Fabien Baron said the idea is to bring people closer and make them feel warm. "It looks quirky and cozy, so we believe this product can capture the interest of young people who are trend-following."

The product information of the autumn and winter series can be viewed on the official website of [Zara](#).

News story:

1. *Animal Crossing is a virtual world where everything is beautiful and nothing hurts*

<https://www.vox.com/culture/2020/3/27/21194698/animal-crossing-new-horizons-review-nintendo-switch>

2. *Animal Crossing: New Horizons Winter Update Arrives This Thursday* by Ryan Craddock from Nintendolife.

https://www.nintendolife.com/news/2020/11/animal_crossing_new_horizons_winter_update_arrives_this_thursday

Original version

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Dear Stephanie,

Zara, as the world's leading clothing brand, has always made remarkable achievements in commodity innovation. In the words of Zara's design director, "Zara has always been on the front lines of fashion."

The new autumn and winter clothing collection theme is warmth and companionship, which we believe are more needed under the epidemic. With people unable to leave their homes because of the outbreak, sales of Nintendo's switch, PS5, and other time-killing gadgets have exploded in the past few months. Our autumn and winter collection also took inspiration from *Animal Crossing: New Horizons*, one of the most popular games of 2020. Winter missions will be updated in *Animal Crossing* on November 19. Players can experience the festive atmosphere in the game, go to the clothing store to buy their favorite limited edition clothes, and enjoy the festival with their good friends.

The creation concept of the new season of Zara products is similar to this game, hoping that the public can still live a joyous life during the epidemic and have a good time with their families and friends. This year is the first time we launch winter pajamas for two, which you can wear together like a conjoined baby, looking quirky and cozy. We think this product can capture the interest of young people who are trend-following.

We hope the public will be interested in Zara's new autumn and winter collections and feel the warmth as they are in the game.

News story:

Animal Crossing: New Horizons Winter Update Arrives This Thursday by Ryan Craddock from Nintendolife.

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