PRESS PREVIEW · MINIMUM PLAN

ZARA **New York** 660 Fifth Avenue

Photographer: Emilio Montero · Event Wednesday 18/11/2026

We will deliver **a selection of edited photographs (around 10) on Wednesday 18/11 at 9:00** (New York time), before the press arrives.

HOW WE WILL DO IT

Monday 16/11	In store	Basement and Men (no daylight): can be shot at any time, also at night.
Tuesday 17/11	From 15:00	Ground floor with the daylight from the windows, before dark: the key preview areas first, then the rest.
Night of the 17th	Spain	Editing in Spain: with a 6-hour time difference, it is already the morning of the 18th there.
Wednesday 18/11	9:00	**Preview delivery** (around 10 photos in JPG, ready to use) via download link, for the press site (15:00 in Spain, in time for zara.com).
Thursday 19/11	Opening	The full report follows afterwards, as usual.

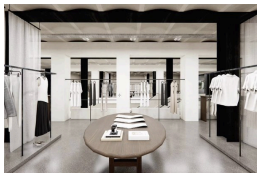
KEY AREAS FOR THE PREVIEW



1 660 Fifth Avenue façade



2 Brush vestibule



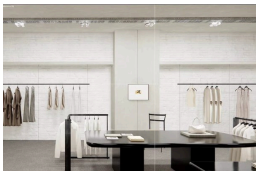
3 Central staircase portal



4 Ground floor: back area by the staircase



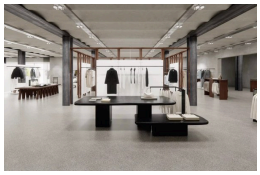
5 Stepped access to Men



6 Back brick wall



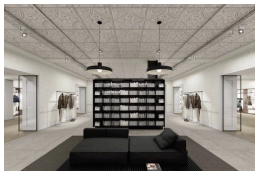
7 Basement: landing facing TRF



8 TRF and Basic



9 Men: tin ceiling



10 Men: central room

Reference images (renders and construction video from the meeting with the store architect). Final photos will show the finished store.

WHAT WE NEED

- Store finished in these key areas, merchandised and with the lighting correctly aimed in those areas, on **Tuesday 17/11 from 15:00** (basement and Men, from Monday 16/11).
- Access for Emilio and a contact person in store.

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