

# Zara removes ad after Gaza similarities pointed out

By  Karabo Ledwaba

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On Monday, Zara removed an advertising campaign featuring mannequins wrapped in white from its website and app.



The ad has been removed from social media. Source: X.

[This move](#) followed calls by some pro-Palestine activists for a boycott of the fashion retailer. Inditex, the parent company of Zara, stated that the change was part of its routine procedure for refreshing content. While not addressing the boycott calls, Inditex mentioned that the "Atelier" collection was conceived in July, and the photos were taken in September.

## Conflict

Following the attack on Israeli civilians by Hamas on 7 October this year, the campaign launched, prompting social media users to voice their opinion on the brand's Instagram account, who believe that the white images of mannequins resemble photos of the shrouds worn by the deceased.

The retailer said the advert is inspired by men's tailoring in past centuries and has since apologised for what it calls a misunderstanding.

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[View this post on Instagram](#)



A post shared by ZARA Official (@zara)



## Reaction

In 2022, [reports](#) emerged that certain Palestinians shared videos depicting the burning of Zara clothes, urging others to participate in a boycott. This reaction was prompted by the fact that a franchise owner of Zara stores in Israel had organised a campaign event at his home for the ultra-right-wing Israeli politician Itamar Ben-Gvir. Since the Israel and Hamas war in October there has been an increase in heightened sensitivities to brands seen as supporting either side.

Some of the brands that have been called out for either seen as supporting Israel or Palestine include McDonalds, Starbucks and Huda Beauty. More than 18,000 people have lost their lives and 1.9m people displaced since 7 October.

## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SiMug, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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