Zara ridiculed for 'lousy' logo redesign

Design Taxi reports that designers are mocking Zara's new logo design. The company changed its spaced-out wordmark logo to one that is overlapping characters and serifs.

Source: Design Taxi

Lifestyle and design enthusiast Jumabc. commented on the new logo saying, "Needs to fit in size zero," and Co-op designer and UI engineer Matthew Morek commented saying "Lousiest redesign I've seen this year, and it's just January."

The logo, which was as released alongside Zara's Spring/Summer 2019 campaign, may however only be temporary.

Read more on this [here](#).

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