**Idea 3 by Carmen Pedraza**

**INDIFANS**

Not even Amancio Ortega would have thought of this idea: to have access to all Inditex products from one place. That is the proposal on which Indifans is based, an online community that allows its users to follow all the products of the Inditex group (Zara, Pull & Bear, Massimo Dutti, Bershka and Stradivarius).

Its creators are three Galicians: José Penas and the brothers González Fernández, Santiago and Pablo. Users of this community can access the entire catalog through direct links to the original Inditex purchase store, explain its creators.

The idea arises "by detecting the existence in the market of a need derived from the time spent in the search for fashion items and we believe that our product supposes a productive improvement and an optimization in the process of purchasing articles within the textile sector from of a fashion metasearch, that we have baptized as Indifans ", remember.

In addition, the website offers Indifans Magazine, a virtual magazine where users keep themselves permanently updated of all the news of the textile group. "The magazine has a function of daily recommendation of combinations of clothes of the group that are fashionable," say these entrepreneurs, who have invested to date about 33,000 euros for the development of the idea.