

adidas de Venezuela SA in Apparel and Footwear (Venezuela)

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Abstracts

Adidas de Venezuela manages Performance, Originals and Outlet stores in Venezuela. The company is expected to increase the number of stores under each of its outlet formats due to the negative economic climate. Its store presence is expected to increase, especially within the Originals format, where the product assortment is aligned with the international brand development of urban designed product lines.

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