

Aksal Group SA in Apparel (Morocco)

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Abstracts

Aksal Group rebranded La senza as Oysho at the end of 2012. This chain will however continue to focus on women's underwear, nightwear and swimwear, hosiery and clothing accessories. The company is expected to focus mainly on expanding outlet volume during the forecast period. The company is unlikely to invest heavily in advertising due to its strong focus on lingerie, with such advertising likely to be considered offensive in Islamic Morocco.

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