

Aoyama Trading Co Ltd in Apparel (Japan)

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Abstracts

Aoyama Trading Co Ltd is a manufacturer and retailer of men's and women's outerwear. The company mainly sells business clothes and footwear including suits, jackets, and shirts. The company aims to further increase share in a crowded Japanese apparel landscape by opening and relocating retail stores in more urban areas. Since 2006, the company particularly focused on the development of women's outerwear product line-ups and increasing brand awareness through television commercials and magazine...

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