

# Asos Plc in Retailing (United Kingdom)

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Date: February 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: A542FC879D3EN

## Abstracts

Asos will continue to invest heavily in innovation in the forecast period, with a focus on both its internet retailing service and on tailoring its product range in line with changing consumer trends. The company has for example announced the launch of a plus-size menswear range for Spring 2017, with this reflecting growing interest in fashion among men and rising levels of obesity among UK men. The company plans to expand its London operations, announcing that it would spend GBP40 million addin...

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