

Bella Donna Fouad Hodroj in Apparel (Egypt)

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Abstracts

Bella Donna Fouad Hodroj as other players in Egypt was forced to abandon any long term strategy to face the problems determined by the protests. Regardless of the difficult and uncertain scenario the company is expected to be loyal to its history. In fact it will continue to focus on offering high quality and unique designs, benefiting from its international team of designers. There is expected to be a strong focus on new product development, with the frequent launch of new collections.

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