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Bestseller AS in Apparel and Footwear (Norway)

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Abstracts

Bestseller aims to provide fashionable clothing of good quality at competitive prices. It continues to target a wide range of consumers through an extensive brand portfolio, which includes well-known names such as Vero Moda, Jack & Jones and Only, which share various back-office functions. In the future, Bestseller will look to expand its brand portfolio. In the short term, it will consolidate its current offerings to provide more targeted selections, with this being evident from the notable num...

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