

C&A Mode GmbH & Co KG in Apparel and Footwear (Germany)

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Abstracts

As part of its growth strategy in Germany, C&A plans to focus on modernisation and the rollout of new store concepts across its network, while offering more products in categories such as menswear. The company intends to put an even stronger emphasis on customer-focused product displays and shopping experiences. In line with these endeavours, it will roll out and follow up on its European campaign “today’s look is” in order to attract consumer attention and underline its strong socially based va...

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