

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

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Abstracts

C&A focuses on a retailing strategy which includes new and innovative store concepts and nationwide flagship store expansion. The company's re-branding strategy, supported by the slogan "Inspired by life", aims primarily to retain existing customers as well as attract new ones. C&A also pursues an environmentally-friendly strategy via the increased offer of organic cotton collections.

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