

C&A Nederland BV in Apparel (Netherlands)

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Abstracts

C&A has announced plans to produce non-toxic garments following the likes of adidas, Nike, Puma and H&M. C&A launched a Joint Roadmap to Greenpeace: a plan to address releases of hazardous chemicals. The company is also experimenting with a new store concept, making space for changing demographics in the Netherlands. A trial concept has been set up in Hoofddorp where departments target the '20-year old', the '25-year old with a child' and a department for the 'traditional woman of 45 years...

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