

Castro Model Ltd in Apparel (Israel)

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Abstracts

The main future challenge of Castro is the entrance of new international brands such as Abercrombie and Fitch and American Eagle Outfitters, in addition to the continuing expansion of H&M in Israeli apparel. In 2011, the company integrated all its men's brands into larger, combined men's and women's stores; the company is set to continue its brand consolidation, expanding the Castro brand at the expense of the gender-specific Castro Woman and Castro Men. The new concept reduces rental costs and...

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