

Castro Model Ltd in Retailing (Israel)

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Abstracts

Castro Model Ltd continues to position itself as the local answer to international brands, many of which have entered Israel since 2010. After successful penetration of core product categories such as jeans (2009) and footwear (2010), Castro is looking for new profit engines in non-core product categories to promote the brand's focus on lifestyle, such as urban bicycles and smartphone accessories.

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