

Comdipunt SA in Apparel (Spain)

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Abstracts

Comdipunt is betting on its fast fashion, low-cost brand Shana that is rapidly growing in Spain and internationally. The company has recently changed strategy and closed its small stores for opening new macro-stores in the most important cities in Spain. Over the forecast period, it is also expected to re-launch its first brand Friday's (before Friday's Project) by creating its own apparel line (more expensive than Shana and targeting an older consumer group), the opening of new stores and...

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