

# Concrete Co in Apparel and Footwear (Egypt)

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Date: April 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: CAB92119EA1EN

## Abstracts

Concrete Co celebrated its presence in Egypt for 25 years in 2014, and heavily advertised this to encourage consumers to buy a successful brand name in Egypt's fashion industry. Currently Concrete is upgrading its stores and its outlet designs as part of its brand development strategy in Egypt in order to improve customers' shopping experience throughout all stores. World-renowned architect Dino Brunori was assigned to build Concrete's store design to imitate a "colonial English" style, which...

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