

# Country Road Ltd in Apparel (Australia)

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## Abstracts

Despite the difficult retail conditions witnessed during 2012, Country Road Ltd is currently concentrating on reduced levels of discounting across its Country Road and Trenery stores and concessions within the department stores David Jones and Myer, in addition to prioritising online sales growth and closing unprofitable retail and concession stores. From August 2012, the way forward for the company also includes the brands Mimco and Witchery, bought by Country Road Ltd in its A\$172 million...

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