

## Dim SA in Apparel (France)

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### Abstracts

Dim, the leading player in hosiery in France, is expected to focus on innovations and launches of specific products, such as body-shaping garments for both women and men, as well as bare cooling tights. The company will continue its strong marketing campaigns to maintain its brand perception for high-quality products, in order to compete with the rising competition from economy players such as Kiabi and H&M. Moreover, in order to capitalise on its expertise in underwear, Dim aims to develop...

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