

Dressmann AB in Apparel and Footwear (Sweden)

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Abstracts

Dressmann's core business is centred on economy-priced apparel for men, whilst following mainstream trends. The company will continue its activities aligned with brand-building efforts, collaborating with celebrities, and thus seeking to improve its standing with consumers. The company is also expected to focus more on issues such as stereotypic male attributes and images in, for example, its advertisement campaigns. The message is thus that Dressmann is for all men regardless of size or constit...

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