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# Edcon Holdings Ltd in Beauty and Personal Care (South Africa)

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## Abstracts

Red Square, owned by Edcon Holdings and which first launched in 1996, is now one of South Africa's leading fragrance, make-up, skincare and perfume stores. It offers a wide range of branded beauty products both in store and online. The company retails make-up, skin care, fragrances, perfume and accessories. It focuses on regularly expanding its portfolio which includes famous international brands, the most recent additions to which are Benefit, Sisley, Givenchy, Celltone and Coach. In addition t...

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