

# Edcon Holdings Pty Ltd in Apparel (South Africa)

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## Abstracts

Edcon Holdings is expected to focus on outlet volume expansion during the forecast period. The company notably plans to open seven Edgars outlets and 47 Jet outlets in 2013. The company is also keen to further diversify its price range in all of its outlets. The company is also expected to continue its shift from private label to brands, with plans to introduce more premium domestic apparel brands such as Jo Borkett and also to introduce prestigious global brands such as Calvin Klein. The...

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