

## Eram SA in Apparel (France)

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### Abstracts

Eram is expected to maintain the same product offer, but will continue to change its brand image by modernising its stores, as well as through its communication campaigns. Following the new store arrangement trialled in two of its Eram stores, the company will extend the concept to another 40 stores in 2013, which includes 15 new stores. The idea is to make customers feel at home and comfortable, with a more vintage appearance and furniture such as sofas, cushions and lamps.

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