

# Fawaz Al Hokair Group in Apparel (United Arab Emirates)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: FFED687AE7CEN

## Abstracts

Saudi-based Fawaz Al Hokair appears to have put its plans on hold to expand its FG4 childrenswear brand in the United Arab Emirates. Instead, the company is likely to expand outlet volume for its existing brands, particularly Mango and La Vie En Rose. In addition, Fawaz Al Hokair signed a deal with Tesco to expand the grocery retailer's F&F clothing brand in the region – a development which could pose strong competition to existing players such as Landmark and Azadea.

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