

## Frl Korea Co Ltd in Apparel (South Korea)

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### Abstracts

Frl Korea has recently focused more on network expansion nationwide in order to increase its market position in apparel. In addition, the growing popularity of SPA brands and the fact the company is opening new outlets faster than competitors is also helping to boost the company's position. Outlet locations will be diversified to suburban areas, where there is less limitation on parking and outlet scale, over the coming years.

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