

Gap Inc, The in Apparel and Footwear (USA)

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Date: March 2016

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: G081504F601EN

Abstracts

The Gap struggles to keep pace with the rapidly expanding fast-fashion brands in US apparel and footwear market. Rather than replicate fast fashion, the company has invested in its digital developments whilst closing down unproductive retail stores. This has resulted in a company that has strong omnichannel capabilities and an appropriately sized store base for today's digital age. In 2013, the company introduced Reserve in Store and find-in-store capabilities. These types of cross-channel...

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