

Gap Inc, The in Apparel (USA)

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Abstracts

The Gap is a US apparel specialist retailer which offers casual, mid-tier clothing. It continues to pursue a multi-tier price strategy, operating retail concepts (Banana Republic, Gap, Old Navy, Piperlime and Athleta) at various price points. The company aims to maintain its position as one of the leading apparel specialist retailers in the US, with a focus on the expansion of non-core concepts such as Athleta and non-store retailing. Within its core brands of Banana Republic, Gap and Old Navy,...

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