

Gottex Brand Ltd in Apparel (Israel)

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Abstracts

The company's biggest challenge is the influx of international brands that are expected to enter Israel over the forecast period. As mid-range brands are losing favour – either to economy or premium brands – one of the main strategies of the company is to develop the GBO Inditex's (Industria de Diseño Textil SA) more exclusive brands Massimo Dutti and Bershka within the local market.

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