

Helly Hansen AS in Apparel (Norway)

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Abstracts

Helly Hansen is aiming to contribute to the sustainability movement in apparel. The company wants to help to save oceans, mountains and forests and to minimise climate change. The ecological movement is the key tool for the company's marketing campaigns and production strategies. Helly Hansen's production is of the highest quality and durability in order to not necessitate seasonal replacement. The company is aiming to continue offering premium sports clothing for different sports activities...

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