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H&M Hennes & Mauritz CZ sro in Apparel and Footwear (Czech Republic)

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Abstracts

H&M Hennes & Mauritz is expected to continue to benefit by following similar strategies to those used in 2015/2016. The focus is on offering frequently-updated fast fashion at affordable prices, with frequent price promotions to attract price-sensitive consumers. The company also aims to add further value to the H&M brand via celebrity endorsements and partnerships and by addressing high fashion trends via limited editions. Environmentally-friendly fashion is also expected to continue to play a...

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