

H&M Hennes & Mauritz Sverige AB in Apparel and Footwear (Sweden)

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Abstracts

H&M Hennes & Mauritz in Sweden will continue its promotion of clothing to consumers with a focus on trendy and fashionable clothing at a low price and also expects to expand in new areas. To accomplish this, the company will go ahead with the established strategy of increased retail coverage by opening new stores and continue its collaborations with famous fashion designers and celebrities. It will also incorporate an expansion plan for the newer segments such as the increasing H&M sports collec...

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