

Hudson's Bay Co, The in Apparel (Canada)

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Abstracts

The Hudson's Bay Co is directing its focus on the company's department store retail segment and its flagship, The Bay, stores across Canada. These have been undergoing changes to attract more affluent Canadian consumers in recent years as the brand has made a clear move upscale in order to benefit from the growing trend towards higher luxury spending among Canadians. The company divested much of its remaining Zellers brand of mass merchandisers to Target Corp, which will begin moving into the...

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