

Hunkemöller BV in Apparel (Netherlands)

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Abstracts

Hunkemöller strives to be the largest lingerie brand in Europe and beyond. The goal is to achieve 650 stores in the mid term. In the Netherlands, it has already achieved saturation, with around 200 stores in 2012. However, in order to expand its brand recognition, it has opened flagship stores in Amsterdam, Rotterdam and Den Bosch in the Netherlands.

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