

Inditex Group China in Apparel and Footwear (China)

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Abstracts

Inditex Group China continues its successful multi-brand strategy with different brands meeting the needs of various consumers in China by directly owning the brands represented by Zara. Thanks to its aggressive expansion in China and well-established brand awareness, Zara topped the 2013 Google Zeitgeist China as the hottest searched brand in the fashion and beauty category.

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