

Inditex, Industria de Diseño Textil SA in Apparel (France)

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Abstracts

Inditex is going to continue its expansion in France, as there is high demand for fast fashion apparel, and the company has an advantage over its competitors thanks to its affordable prices and its strong marketing campaigns. Despite the fact that the growth of the chain has not been as rapid as was expected, the company will continue to open new stores in France, including Pull & Bear, Massimo Dutti and Zara.

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