

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

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## Abstracts

Inditex is focused on the search for flexibility in adapting production to French demand. 2013 was a stronger year for the company, with growth in every category in which it was present due to being increasingly attractive to French consumers at a time of falling purchasing power. In France, Inditex's Zara brand has a more upmarket positioning than in Spain. The prices of large outerwear pieces like jackets and coats can be up to 20-40% higher in France than in Spain.

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