

Jay Gee Melwani Group in Apparel (Singapore)

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Abstracts

Over the forecast period, Jay Gee Melwani is expected to continue to enhance the brand equity and recognition of its line of brands. Levi Strauss is expected to innovate and create more collections of jeans in trendy fits, fabrics, finishes and colours in order to strength its dominance in standard jeans for men and women. Oshkosh B'gosh is expected to enhance its marketing promotions and improve its brand recognition by introducing a wider range of high quality childrenswear.

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