

Kappahl AS in Apparel (Norway)

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Abstracts

Kappahl AS's primary goal is to offer low priced clothing for men and women from age 30 to 50. However, it also offers clothing for younger consumers and children. In order to meet Norwegian tastes, clothing is designed by Kappahl's in-house designers. The company is aiming to become the leading apparel retailer for its target clientele, consumers age 30 to 50. Designers in the company are aiming to follow the fashion trends applicable for older Norwegian consumers and be one step ahead of...

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