

KIABI Europe SAS in Apparel and Footwear (France)

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Abstracts

KIABI Europe SAS is unlikely to open new stores in France. In its home country, the apparel and footwear specialist retailers chain is more likely to invest further in its online stores in order to benefit from the growing numbers of French consumers who prefer internet retailing to store-based retailing when buying apparel and footwear. In order to compete for sales, the company is expected to continue launching colourful and dynamic collections in order to target young and trendy women.

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