

L Brands Inc in Apparel and Footwear (USA)

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Abstracts

Under the Victoria's Secret brand, L Brands aims to focus on its core businesses, such as lingerie and sportswear, through new product launches and innovations and price-point variations, and increase its shares in these core categories. Also, the company will strengthen its store network by increasing square footage in its existing stores, opening new stores and improving its online channel.

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