

Lals Group in Apparel (Saudi Arabia)

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Abstracts

Lals Group has a considerably narrower brand portfolio compared with its competitors such as Fawaz Al Hokair or M H Alshaya. In spite of this, the company has built a strong reputation for its Bossini brand in Saudi Arabia and managed to attract a steady consumer base. In addition to widening its presence in men's and women's outerwear as well as childrenswear in Saudi Arabia, Lals also made first forays into women's footwear in the United Arab Emirates, opening FFC New York outlets in Dubai in...

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