

Las Blondas SA in Apparel and Footwear (Argentina)

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Abstracts

Present in seven countries in Latin America and with 61 outlets, Las Blondas sustains its differentiation strategy, successfully targeting middle- and high-income consumers through its bohemian, romantic and alternative style. With major investments in marketing and communications, Las Blondas continues to engage Latin American women "without age" across the region.

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