

# Levi Strauss France in Apparel (France)

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## Abstracts

Levi Strauss France faces a difficult time in its development in France, as in addition to growing production costs, there is increasing competition from retailers positioned in the economy segment, such as general apparel retailer Zara by Inditex, Industria de Diseno Textil. Still, the company maintains its sales and plans to achieve better visibility and brand value thanks to its three flagship stores in Paris, through the introduction of new products.

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