

LG Fashion Corp in Apparel and Footwear (South Korea)

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Abstracts

LG Fashion Corp began to focus more on its brand value by establishing its brand identities. To do this, the company reorganised previous brands and launched new ones. In addition, to cope with the polarisation in the fashion industry in South Korea, it aggressively increased its coverage to reach its valued customers. To expand its distribution channel, it focused on developing more outlets in major commercial supremacy by opening its editorial shops and diversifying its distribution channels...

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