

Limited Brands Inc in Apparel (USA)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LEB733EF0D3EN

Abstracts

Limited Brands's flagship apparel brand Victoria's Secret operates primarily in the US, with more than 1,000 domestic outlets. Whilst a number of stores are expected to be closed, at least 20 new stores are planned for the US in 2012, in addition to store expansions and reconstructions. These will be dedicated to providing a more productive mix of core intimate apparel, along with the more youth-orientated Pink sub-brand, and fast-growing adjacent non-core categories, such as sportswear,...

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