

Lindex Sverige AB in Apparel and Footwear (Sweden)

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Abstracts

Lindex Sverige's focus lies on offering on good-quality women's and children's apparel at value for money. Over the forecast period, Lindex aims to provide a broad value proposition, with a diverse set of concepts and with a particular focus on sustainable apparel. A strong focus on underwear will continue. The forecast period will also see Lindex collaborate with well-known brand designers, a promotional strategy that is intended to build brand value as well as boost sales. The company will con...

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