

Lojas Riachuelo SA in Apparel (Brazil)

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Abstracts

Guararapes will continue investing in the integration of its process mixing creation, production and distribution of apparel products through its own retail chain Lojas Riachuelo. In order to increase sales, the company will invest in fashion forward collections offered at affordable prices using partnerships with famous local designers to create pocket collections. Store openings should continue with an objective of 30 by the end of 2013, focusing on a differentiated compact format of 1,500 sq...

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