

Lojas Riachuelo SA in Retailing (Brazil)

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Abstracts

Lojas Riachuelo continues to focus on investing in expansion through premium stores and outlets targeting women. The company wants to change its image of catering exclusively to mid- to low-income consumers and move up the value chain. Lojas Riachuelo aims to reach mid- to high-income consumers by launching exclusive products designed by famous stylists in Brazil. In 2012, the company launched a collection designed by the Brazilian luxury brand Daslu.

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