

Marc Laurent SA in Apparel (France)

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Abstracts

Marc Laurent is the leading player in men's clothing in France, and is preparing to reinforce its position by increasing its presence in France through the launch of new outlets, and thanks to its competitive prices. Celio and Jennyfer, the brands of the company, were successful in terms of their attractive image in the market during the economic crisis. However, more innovations are expected to attract a younger target audience, especially under the Jennyfer brand, which targets teenage girls.

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