

McGregor Fashion Group NV in Luxury Goods (Netherlands)

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Abstracts

McGregor is investing in expanding its brand presence in Europe and other markets around the world, including the US and Asia. The company is set to continue supporting its mainstream brands McGregor and Gaastra, expanding its range of products to also include lines for women and children. The company intends to raise awareness of key brands such as Gaastra, as an alternative casual designer label linked with the sports lifestyle to other global main brands in this segment. This is likely to...

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