

New Look Retailers Ltd in Apparel (United Kingdom)

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Abstracts

New look is considered as one of the UK's top value retailers for the under 35 year-olds, offering fast fashion-led collections at very affordable prices. New Look had over 600 stores in the UK as of 2012 and plans on re-structuring its offering by further expanding its online arm, as well as re-configuring its price architecture, ultimately offering consumers more value-for-money. New Look has also invested heavily in its marketing and advertising by re-launching its collection with famous...

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