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Onward Holdings Co Ltd in Apparel (Japan)

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Abstracts

Onward Holdings Co Ltd continues to focus on brand-based marketing campaigns as the core of its business and marketing strategies, and aims to further strengthen its position in Japanese apparel. It continues to focus on young females as the primary target for its brands. The core distribution channel for the company's brands is department stores. Due to the recent struggling sales at department stores, the company aims to expand sales via other channels such as urban commercial facilities in...

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