

# Pacific Brands Ltd in Apparel and Footwear (Australia)

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Date: April 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PD2C2E218A4EN

## Abstracts

Pacific Brands' strategy involves a focus on investing in new product innovation, expanding distribution, increasing online sales and brand-building. For example, in 2015, the company announced new brand ambassadors: Australian rapper Iggy Azalea for Bonds, and actress Jessica Marais for Berlei Sensation joining tennis player Serena Williams for Berlei Sport.

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