

Privalia Venta Directa SA in Apparel and Footwear (Spain)

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Abstracts

Despite its youth, as it was founded in 2006, Privalia Venta Directa has gained tremendous popularity in the Spanish market, and is very active on social media, with Facebook, YouTube and Twitter being the most used channels. These marketing efforts helped the brand to gain visibility and offer discounted branded products at a time when Spanish consumers were price-seeking more than ever. The aim of the company is to maintain its emphasis on fashion and lifestyle in Spain.

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