

# Studio Moderna SRL in Retailing (Romania)

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## Abstracts

As the most significant player in both mixed retailers and homeshopping, Studio Moderna is set to expand further through the opening of new physical stores, but also by intensifying its direct marketing activity and e-commerce. Tracking the expansion of shopping centres with new outlet openings is in the view of the company in order to increase its visibility and thus the sales of its main brands Top Shop and Dormeo, but also to create recognition for other brands in its portfolio. Partnerships...

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