

Tom Tailor Holding AG in Apparel (Germany)

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Abstracts

Tom Tailor Holding AG is a German apparel specialist retailer offering casual, mid-tier clothing. The player continues to pursue a multi-tiered price brand strategy, operating retail concepts (Tom Tailor Casual, Tom Tailor Denim, Tom Tailor Polo Team and Bonita) at various points. It aims to expand distribution within Germany as well as internationally. Over 2012-2013, Tom Tailor announced it will open 60 to 70 new retail outlets in order to increase overall value share, with a focus on new...

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