

Triumph International AG in Apparel (Hungary)

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Abstracts

Triumph used to address a very wide group of women but realised the importance of customer segmentation and focused targeting. The brand wants to be perceived as young but at the same time for all age groups, so has adopted different product lines, sub-brands and communication tone for the different segments. Apart from the rejuvenation, Triumph wants to be fresh, fashionable and 'fast-moving' in the eyes of middle-aged customers too. According to the latest trends, these age groups are also...

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