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Varner-Gruppen AS in Apparel and Footwear (Norway)

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Abstracts

Varner-Gruppen's main strategy is to continue to be the leading apparel player in Norway on a global brand owner level. The company wants to continue to expand the number of outlets in the future by increasing around 10 stores per year. It also wishes to continue to be on top of new trends in fashion by offering exiting designs to further increase its values sales. The company will invest in promoting its brands Dressmann, Cubus, Carlings and Bik Bok as brands that offer value-for-money to...

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