

V&D BV in Apparel and Footwear (Netherlands)

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Abstracts

V&D has been facing major challenges in its attempts to maintain its competitive edge over the new fast fashion retail outlets that are establishing themselves in the Netherlands. The retail chain was on the verge of bankruptcy in 2015 owing to its lack of established identity in the Dutch apparel and footwear market, among other reasons. In 2015, the company's owner injected capital into the failing business and took steps to reduce operational costs, including renegotiating rents and cutting...

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