

Vivarte SAS in Retailing (France)

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Abstracts

The downward spiral of Vivarte, the leading player in apparel and footwear in France, is not at an end. In 2014, Vivarte was involved in a leveraged buyout and its debt restructuring came to an end as a new board and management team were installed. Thanks to a reduced debt burden and a fresh injection of cash, the company seemed set for a strong recovery. However, its endeavours to reinvent itself as a more premium retailer since 2012, notably via its La Halle outlets, proved to be a failure in...

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