

# Wehkamp BV in Apparel and Footwear (Netherlands)

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## Abstracts

Wehkamp's strategy is to work more closely with physical retailers. In addition to existing partnerships, such as with C&A, it recently concluded new alliances in apparel and footwear including with WE fashion, Mango, Sacha, Sissy-Boy, Manfield shoes, Hunkemöller, Steps, Didi, Superstar and Van Haren shoes. More alliances are expected in the near future, however the battle with new entrants, such as Zalando, to keep and expand alliances will be fierce.

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