

# Zalando GmbH in Apparel (Germany)

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Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Z996FDE1DA4EN

## Abstracts

Zalando GmbH is the fastest growing internet retailer in Germany and now broadens its distribution, by opening the doors to its first store-based outlet in Berlin-Kreuzberg in 2012. Customers have to register online and need a Zalando outlet card to enter the outlet and benefit from promotions of up to 70% off. The company is expected to further develop its distribution channels in Germany.

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