

Zalando GmbH in Retailing (Germany)

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Abstracts

To promote brand awareness in Germany, Zalando will continue to run large-scale marketing activities, including TV spots and cooperation with popular shows, such as Germany's Next Top Model. Beyond its online presence, Zalando will use its recently opened discount store in Berlin to sell old stock from previous seasons, and to test a high street presence. If successful, further outlets may follow in other major German cities.

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