

Zara Hellas SA in Retailing (Greece)

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Abstracts

Zara Hellas will maintain its network, with very few outlet closures over the 2012/2013 period, following a general rationalisation of all INDITEX brands in Greece. The operating companies of the group in Greece will move forward with network expansion and reformation, while at the same time the group will continue to include Greece in any technological developments, such as mobile phone applications and Internet sales. The Zara brand continues to find relatively prosperous ground in Greece,...

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