

Zara Japan Corp in Apparel and Footwear (Japan)

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Abstracts

Zara Japan Corp continues to expand the presence of Zara and its sister brand Bershka. Two more brands were introduced into the Japanese market in 2013 and 2014 – Zara Home and Stradivarius. The company aims to increase the number of outlets for these brands, and more new brands are expected to be introduced. Along with the expansion of outlets, the company is investing in its mobile commerce platform to adapt to the changing e-commerce landscape in Japan.

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