ugg boots black friday Honeys Brand in China

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Honeys is a very influential and fast fashion brand in Japan. Honeys is made of four branch brands. The first branch brand is CINEMA CLUB, which is loveable style aimed at female between in 18 to 30 years old. The second brand is GLACIER,ugg boots black friday, which is aimed at the professional women who are in 20 to 29 years old. The third brand is C.O.L.Z.A, which is a sexy and fashional style. The young female customers are between 15 to 25 years old. Even though the sale of Honeys is not as good as UNIQLO, yet its profit margin has the dominating advantages over the others. The unique trait of Fash Fashion is its strong product planning ability and skill of logistics control level. As a number of FF family,black friday ugg boots, Honeys never lose to ZARA.
Down jacket of Honeys is a series of clothes in various kinds. Nowadays, the clothes styles from Japan and South Korea are very famous in China. Girls like fashion and individual always follow the fashionable trend of Japan and South Korea. As a famous fashion brand in Japan,ugg boots for black friday, Honeys has win a lot of female customers in China.
About author:Marissa Connie supply the latest styles designer Canada Goose Jakke,michael kors outlet online,coach australia and coach handbags with a unique stylish look of its own or have one customized to your taste on Canada Goose Sale,and fashion of Canada Goose Expedition Parka.
The story when Honeys entered in China with dramatic. Once a time, the proprieter of Honeys on business in Shanghai, while his original intention is not to investigate the Chinese market, but he determined to enter the Chinese market on that day. In January of 2006, Honeys opened its first store in Shanghai. Uo to February of 2007, there are 29 stores of Honeys in China. Among the stores, there are 25 chain stores and 4 franchised outlets. What a rapid speed it is! While as present situation, there is a long way to go for the stores in China than those in Japan.

The first difference is the area of store. The average Japanese Honeys shops with an area of 230 square meters, while in China, its reputation is still far from prominent in Japan. The following difference is the ways to display. When the stores in China is smaller than in Japan,ugg boots black friday deals, while the number of clothes is the same, you can image how can the small store display all the products. The last difference is the level of management. Branch company and the headquarter use the same set of information systems by network, but there is a gap between their application level.

Honeys is founded in the northeastern Japan island Fukushima. The proprieter was graduated from Waseda University in his early years. He returned his hometown to carry on the family sewing industry after working in television. However, with the change of dress habit, the need and market of hat gradually be atrophic, so the proprieter began to be busy running between Tokyo and Fukushima to do clothing sales. He took advantage of the district difference between price and style to do his businese. In 1985, he opened a factory and began to open to processing.

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