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The brand, which VF Corp acquired in 2004, posted strong sales for years before losing momentum during the pandemic as shoppers gravitated towards running shoes or different brands like Nike and Converse. Today, Vans is dealing with muted demand, supply chain issues and lower wholesale sales in the Americas.

VF Corp : Vans results are not where we should be - Modern Retail

operations : vf-corp-vans-results-are-not-where-we...

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According to Modern Retail, Vans has experienced a drastic decline this year in YoY revenue, measuring at a 22% loss. The main causes of this predicament have arisen from muted demand, supply chain issues and lower wholesale sales.

Vans Has Been Selling Shoes at Pre-Inflation Prices, but Is It Working?

retailwire : discussion : vans-has-been-selling-shoes-at-pre-inflation-p...

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A primeira afirmação, o contexto, o conjunto a segunda e um a realidade num ambiente ideal.

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