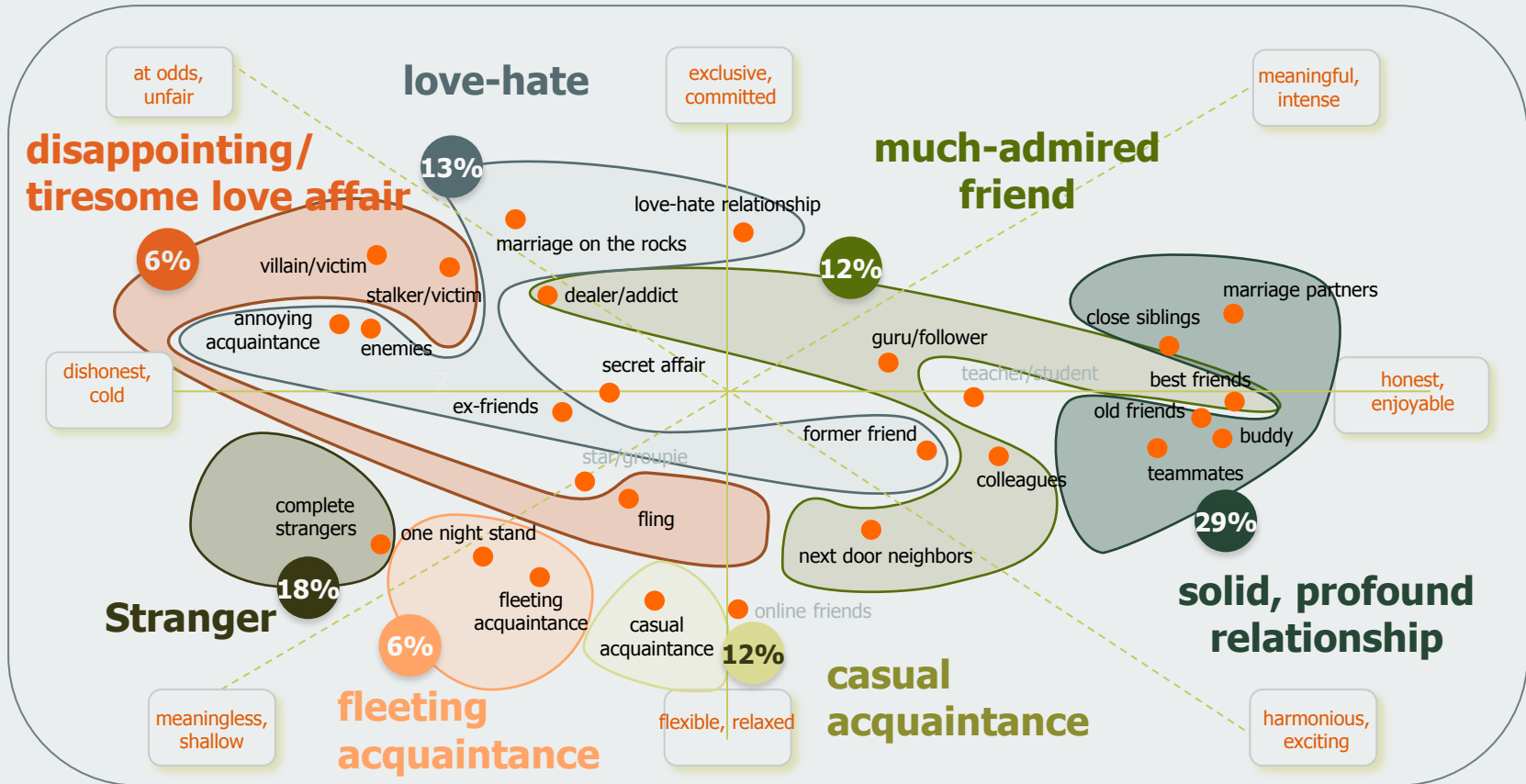
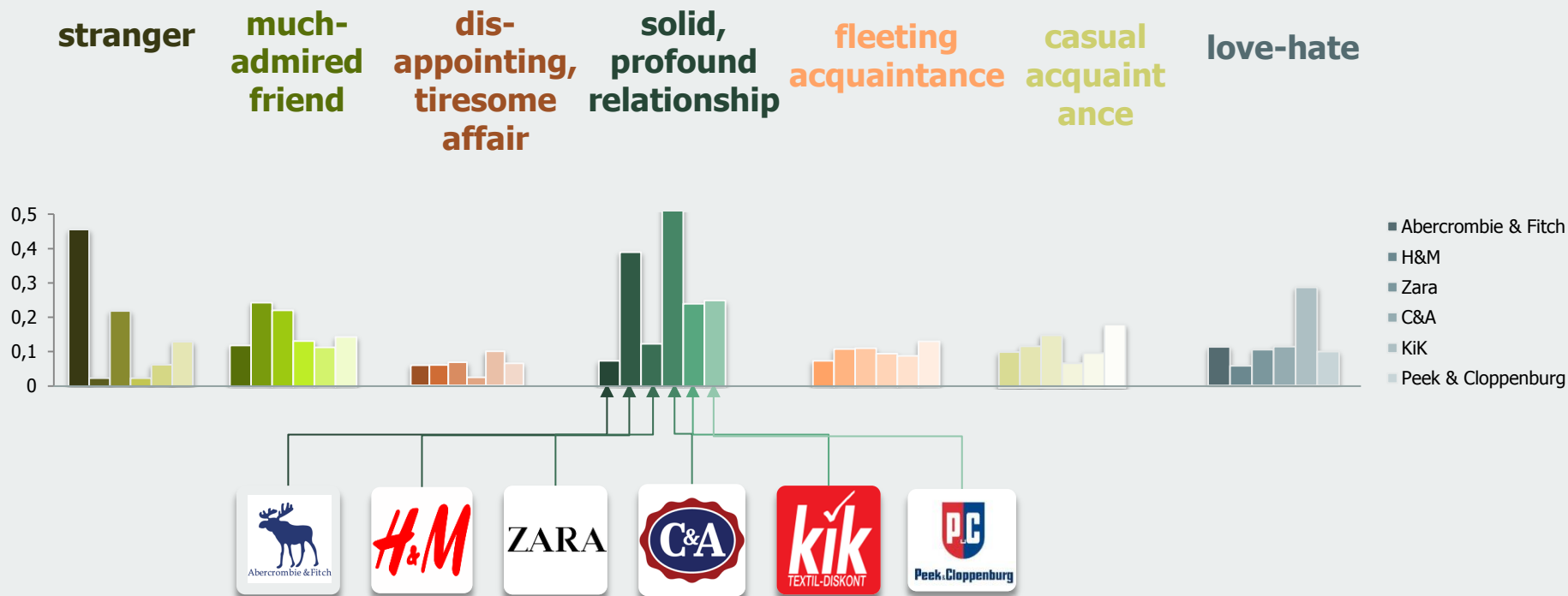


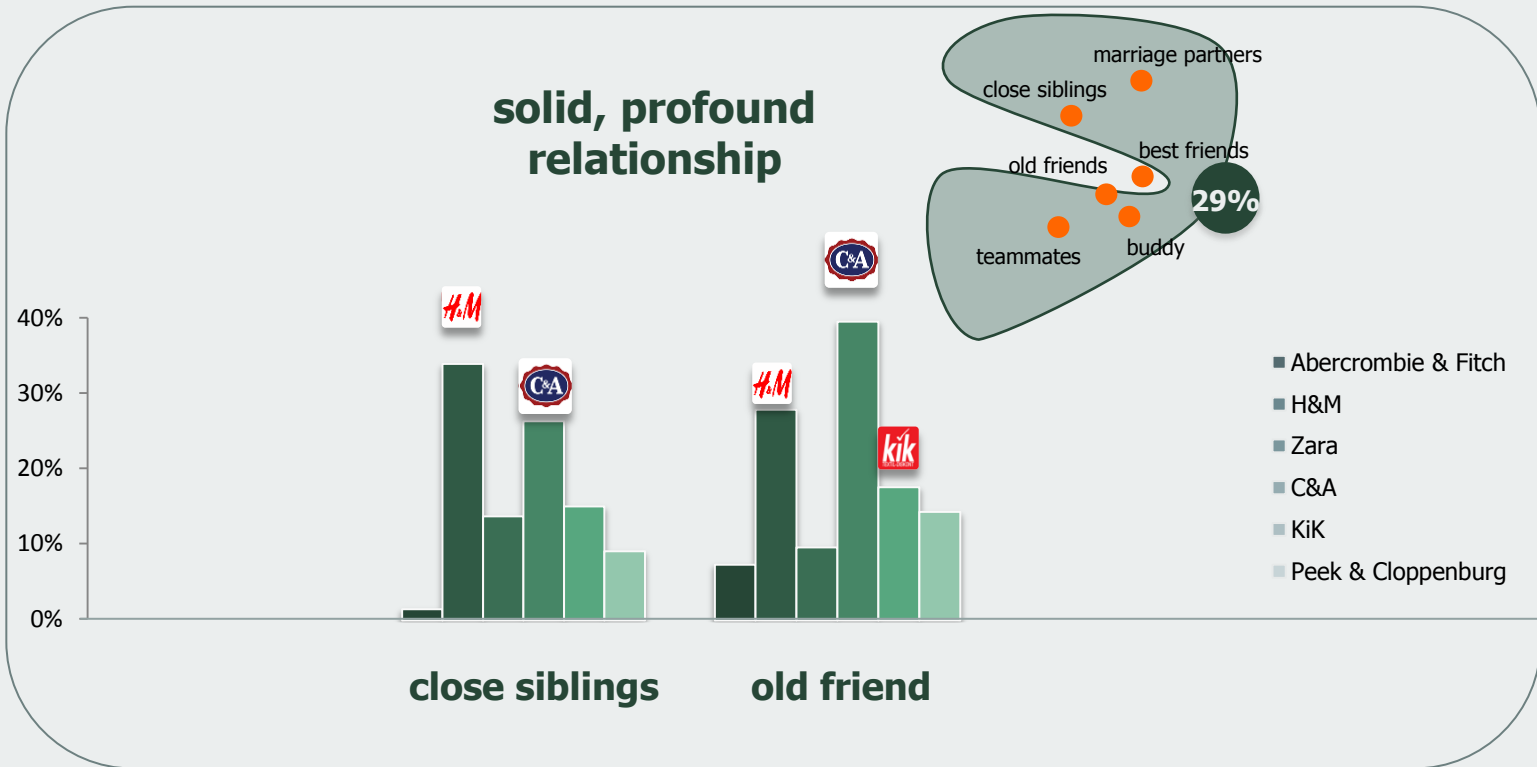
# Seven relationship patterns come into play in the German fashion market



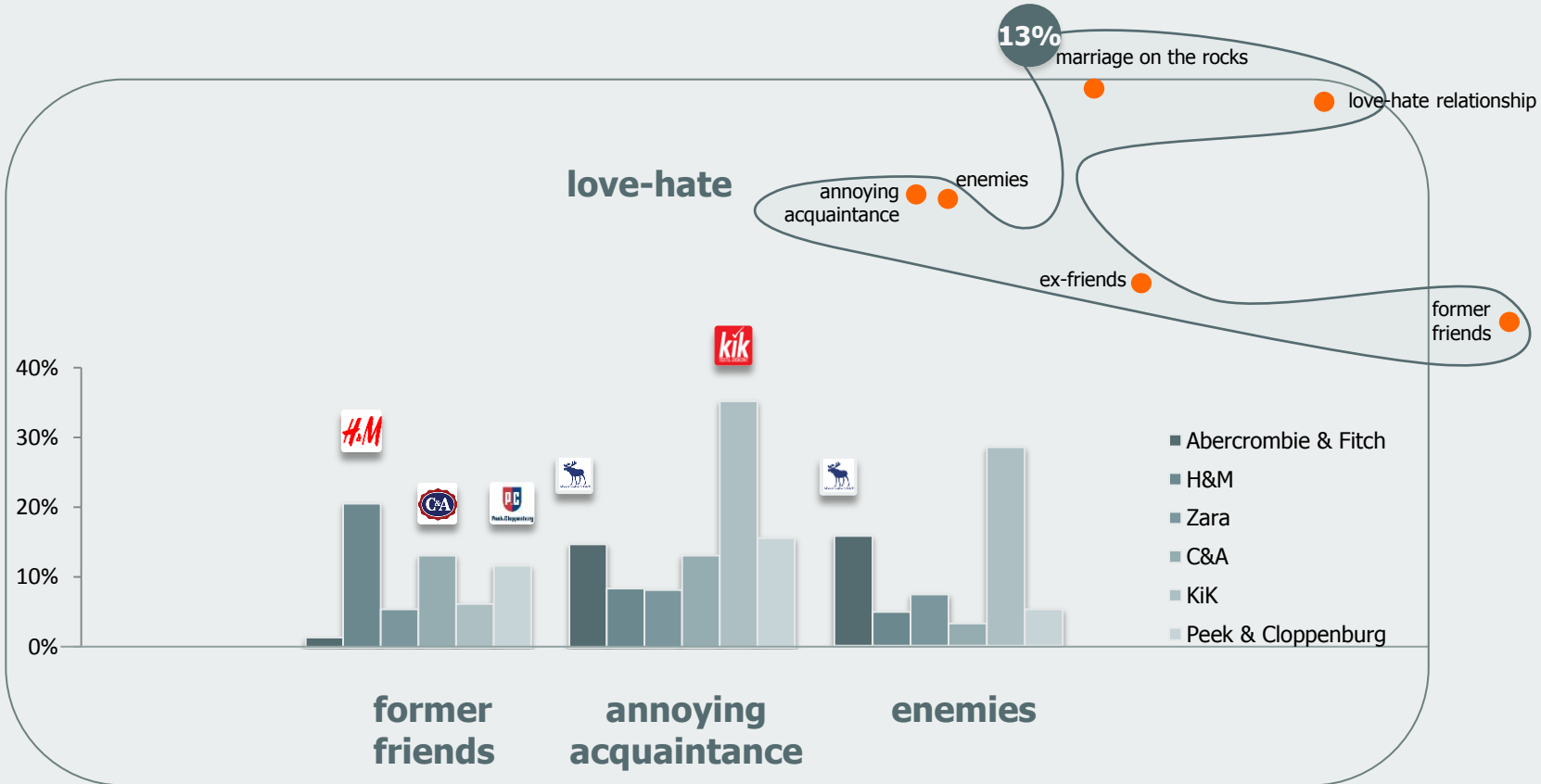
# *H&M and C&A had the most success in building a solid, profound relationship with their customers*



*Germans see H&M as a family member, while C&A is viewed as an old friend*



# KiK is very often likened to an annoying acquaintance



*The amount of consumer-brand buddies amongst targeted brand purchasers is higher than the amount amongst those who simply select, and who have no particular brand affiliation*

Types of customer-brand relationship at different stages of the customer journey

