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Apparel and Footwear Retailers - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
MEC (Mountain Equipment Co-op)	1	1	2	2	6
Patagonia	12	2	30	24	52
The North Face	12	40	7	24	16
Roots Canada	61	44	121	112	129
Arc'teryx	82	44	79	92	121
Hudson's Bay	93	92	218	71	159
Mark's Work Wearhouse	110	64	121	34	86
Winners	136	181	157	92	65
SportChek	167	92	167	132	129
Canada Goose	188	160	79	132	228
GAP	304	301	296	248	277
Victoria's Secret	333	366	311	327	324
H&M	343	321	349	314	302
La Senza	355	376	380	341	332
Zara	365	366	339	295	308

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