

# **Agatha France SA in Personal Accessories (France)**

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### **Abstracts**

The recessionary economic climate led consumers to move onto more affordable jewellery. In response to the prevailing economic climate, Agatha France is benefiting from its mid-positioning by focusing on affordable jewellery. The company will continue to maintain its strong brand acceptance by constant innovation by targeting children to older women for better household penetration over the forecast period.

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