

Apart Sp zoo in Personal Accessories (Poland)

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Abstracts

Apart has achieved a leading position in Polish jewellery, which it aims to strengthen over the forecast period. The company tends to be associated with prestige and exclusivity, yet the products are addressed to consumers with different financial possibilities. Its strong position will be maintained by further expansion of its retail network, which amounted to nearly 200 showrooms at the end of 2015. Apart places great emphasis on design, which comprises both classical models and modern proposi...

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