

# Aurum Holdings Ltd in Personal Accessories (United Kingdom)

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## Abstracts

Aurum Holdings is expected to strive to reposition its Goldsmiths chain in the forecast period, with a more distinctive and upmarket image. It thus aims to differentiate Goldsmiths from competing jewellery and watch specialist retailers, such as H Samuel. The company is expected to focus more heavily on digital marketing in the forecast period, by attempting to build a lifestyle brand appeal for Goldsmiths via storytelling. This may well also result in a stronger focus on boutique.Goldsmiths fas...

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