

BaByliss SA in Consumer Appliances (France)

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Abstracts

BaByliss SA's strategy in personal care appliances is to focus on multi-product innovation. The company's emphasis in its French operations appears to focus on offering appliances which can achieve professional-like results for consumers. As a reputable brand and having launched personal care appliances which are close in terms of operation and results to professional hair styling equipment during 2012, BaByliss is set to benefit considerably from the so-called DIY trend which emerged in...

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