

# Birks Group Inc in Luxury Goods (Canada)

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## Abstracts

Birks Group Inc has changed its direction and implemented changes that are intended to position the jeweller as more appealing to Generation X consumers, affluent millennials and international luxury customers in Canada. In addition to revamping its store and brand identity within the country, the company has also developed 16 new higher-end collections and some less expensive lines.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

Strategic Direction

Key Facts

Summary 1 Birks Group Inc: Key Facts

Summary 2 Birks Group Inc: Operational Indicators

Internet Strategy

Summary 3 Birks Group Inc: Internet Sales 2014-2015

Competitive Positioning

Summary 4 Birks Group Inc: Luxury Brands by Category 2015

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