

Birks & Mayors Inc in Luxury Goods (Canada)

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Abstracts

Under the direction of new CEO Jean-Christophe Bedos, the company has implemented changes that are intended to position the jeweller as more appealing to younger consumers in the luxury segment in Canada. In addition to revamping its store and brand identity within Canada, the company has also developed new lines of jewellery under its in-house brand, and is expanding its presence beyond North America, with a new store to be opened in China. The company has also announced a change in the...

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