

# Birks & Mayors Inc in Personal Accessories (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, with the introduction of the new mono-brand outlets and re-branding under Mason Birks name, company is also developing new lines of jewellery under its in-house brand and is expanding its presence beyond North America with...

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