

# Blond Atelier BV in Luxury Goods (Netherlands)

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## Abstracts

The main strategy of Blond Atelier for the coming years is to consolidate its position and expand the range of products available to include more in apparel, accessories and beauty and personal care products. The company is satisfied with the Dutch consumer reaction to its concept and seeks to increase its reach to be present in more points of sale.

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

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