

# Boucheron in Luxury Goods (Russia)

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## Abstracts

In Russia, Boucheron is among the top international luxury jewellery houses and its policy is aimed at maintaining its current position. Any activity of Boucheron is not accompanied by PR or advertising campaigns. Usually, there are exhibitions of Boucheron pieces, partnership or sponsorship of social and art events. This activity is usually promoted in a narrow range of elegant magazines for wealthy people. In 2014, during the ballet festival Dance Open a lecture Boucheron: history and...

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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