

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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