

Chalhoub Group in Beauty and Personal Care (United Arab Emirates)

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Abstracts

Chalhoub Group's Sephora and Faces beauty specialist retailers chains are expected to continue expanding their outlet networks in the major shopping centres and retail areas throughout the United Arab Emirates. The company is likely to continue focusing on the use of social media to attract consumers by reaching out to them on Facebook and Twitter, a strategy which has proved successful in recent years. Sephora is also likely to focus on expanding its range of private label products during the...

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