

# Chanel (China) Trading Co Ltd in Luxury Goods (China)

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## Abstracts

To ride the tide of the internet boom in China, Chanel plans to introduce e-commerce to China as soon as possible, as early as 2017. However, the e-commerce will be more focused on e-service, to provide more thorough customer service to its high-end and tech-savvy buyers. In addition, the e-service is expected to boost sales in boutique stores, to enable customers to have an even better shopping experience. Meanwhile, Chanel will further enhance its sales of designer apparel in boutique stores i...

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**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**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;

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