

# Chanel (China) Trading Co Ltd in Personal Accessories (China)

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## Abstracts

Chanel (China) Trading Co Ltd aims to further consolidate its competitive edge in China by strengthening the Chanel brand and introducing its six annual Chanel Fashion Shows to Chinese consumers, covering both Ready-to-Wear Collections and Haute Couture, with the help of both online and offline platforms. The company also plans to expand the online distribution of its eyewear to other countries across the globe, possibly including China, after its initial trial in the US in late 2015. Meanwhile,...

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