

Charles & Keith Holdings Pte Ltd in Apparel (Singapore)

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Abstracts

Through the partnership with French luxury goods house Louis Vuitton Moet Hennessy (LVMH), Charles & Keith is expected to boost its brand recognition and equity through leveraging the brand expertise and experience of its partner. In a bid to further improve its value sales and brand confidence, Charles & Keith is expected to continue its focus on product innovation, creativity and e-commerce marketing for its footwear products.

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Contents

Strategic Direction

Key Facts

Summary 1 Charles & Keith Holdings Pte Ltd: Key Facts

Company Background

Chart 1 Charles & Keith Holdings Pte Ltd: Charles & Keith in Singapore

Production

Competitive Positioning

Summary 2 Charles & Keith Holdings Pte Ltd: Competitive Position 2012

Internet Strategy

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