

Christian Dior SA, Parfums in Beauty and Personal Care (France)

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Abstracts

Parfums Christian Dior aims to reinforce its position within beauty and personal care. In order to boost its sales, the company will continue to invest strongly in advertising, and will use celebrities to represent its brands and products. However, it will also invest in product and packaging innovation. Meanwhile, the company is expected to continue to capitalise on its J'adore brand, which is well-positioned within premium women's fragrances. In order to maintain its premium positioning, it...

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