

Chronolink SRL in Luxury Goods (Romania)

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Abstracts

Rolex, as a high-profile brand, is popular amongst luxury goods consumers as the brand promises high recognition and thus satisfaction of the wearer as representation of wealth is achieved. Rolex is expected to remain a key brand in Romanian timepieces, as it keeps a high profile in tennis, for example, a popular sport in Romania and widely watched across the country.

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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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