

Cowboysbelt BV in Personal Accessories (Netherlands)

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Abstracts

Cowboysbelt is aiming to consolidate the position of its new prime brand Amsterdam Cowboys, with plans to extend the line to include apparel and home accessories. The idea is to promote the brand as a lifestyle concept, looking to build a position in the Netherlands and looking to introduce its products in other European markets. The company acknowledges that consumers are looking for high-quality products, and shows an interest in alternative quality niche brands.

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