

De Bijenkorf BV in Beauty and Personal Care (Netherlands)

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Abstracts

De Bijenkorf is concentrating in consolidating its position as the leading luxury department store in the Netherlands. With new store redesign and more focus on luxury brands, the retailer is set to consolidate its position with a more luxury concept. The firm is investing in marketing actions that aim to generate inspiration when the customer visits the store in terms of appearance and service, being luxury but yet sober as these are elements that mostly appeal to the affluent Dutch consumer. D...

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