

# Euro Trading Co Ltd in Luxury Goods (South Korea)

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## Abstracts

Euro Trading, a leading luxury brand distributor for several decades, is diversifying its business from simply being a distributor to focusing on lifestyle business areas, such as the operation of luxury restaurants and spearheading cultural foundation activities. For instance, its first luxury restaurant, the bistro 4810, serving Italian cuisine, opened in Seoul in 2011. Since then, it has become a popular place to dine among food gourmets. The company is also planning to introduce new luxury...

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