

# Filippa K AB in Luxury Goods (Sweden)

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## Abstracts

The core values of Filippa K, style, simplicity and quality will remain the leading guidelines for further expansion. Design and quality will remain in focus. The company will continue to focus on the affordable luxury category with well-balanced collections for spring/summer and autumn/winter. The company will continue to focus on opening new stores (currently 18 in Sweden) and collaborating with existing as well as new partners. The company will also improve and develop existing business...

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