

Grupo Palacio de Hierro SAB de CV in Apparel (Mexico)

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Abstracts

Palacio de Hierro is the most prestigious high-end chained department store in the country. The company targets upper-middle- and high-income consumers, and offers well-known and exclusive brands from Mexico and the rest of the world. The company's overall strategy is that of high-end exclusivity, and different from other high-end department stores, such as Liverpool, Palacio de Hierro is not interested in ambitiously expanding through the country, but focuses on the small 5% highest-income...

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