

# Grupo Palacio de Hierro SAB de CV in Personal Accessories (Mexico)

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## Abstracts

Grupo Palacio de Hierro is the most prestigious high-end department store retailer in Mexico, targeting high- and upper middle-income consumers through exclusive points of sale located in major cities across Mexico. It distributes a wide range of exclusive national and international brands, with a special focus on luxury and affordable luxury goods. The company's overall strategy is to continue focusing on high-end, upper-middle and aspirational middle-class consumers interested in accessing (af...

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