

# H Samuel Ltd in Personal Accessories (United Kingdom)

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## Abstracts

H Samuel remains one of the three leading players in personal accessories in the UK. Its value share increased over the course of the review period and it maintains a strong presence on the British high street. H Samuel is expecting to make a strong strategic move towards the mainstream during the forecast period by offering more price promotions and engagement ring deals and capitalising on key calendar dates for the sale of jewellery and watches such as Valentine's Day.

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