

# H Stern Comércio e Indústria Ltda in Personal Accessories (Brazil)

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Date: March 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: HFC3CDD7AC2EN

## Abstracts

Even with the rise in competition since 2012, when important international players entered in a significant way, the domestic company H Stern is expected to continue with its strategy of focusing on the domestic market, investing in the launching of one robust new collection and several smaller ones backed up by marketing campaigns featuring important iconic celebrities.

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