

Harris SA/J Briochin in Home Care (France)

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Abstracts

The company seeks to further build its brand recognition and appeal in France by leveraging on its traditional positioning, line diversification and new product developments. As a premium brand with a long historical presence in France, the company began to extend its flagship brand Le Briochin (short form used hereafter as Briochin) to beauty and personal care products as of 2016. Some key innovations launched recently under the brand Briochin included: candle air fresheners, fragrance-free-wit...

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