

Hermès Asia Pacific Ltd in Luxury Goods (Hong Kong, China)

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Abstracts

Hermès Asia Pacific Ltd did not open new stores in 2013. The company is famous for its less overt logo design and popularity among celebrities. Hermès is likely to continue designing bags that fit with consumers' preferences and to use celebrities to promote its products. Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles. **Product coverage:** Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data. **Why buy this report?**

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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