

Hermès International SCA in Luxury Goods (France)

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Abstracts

In 2013, Hermès International SCA did not open any branded outlets, a strategy that it is set to maintain in 2014 and 2015 because it is aiming to “grow without fattening”. This means the company will prioritise renovations and, in particular, the upsizing of its existing stores, rather than new openings. Thus, as seen in 2013, this player will continue to open shop-in-shops and corners in department stores, while also investing further in its online store.

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