

Hermès (Suisse) SA in Luxury Goods (Switzerland)

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Abstracts

Hermès (Suisse SA) is the Swiss division of France-based Hermès International SA and remains a significant presence across a broad range of categories in luxury goods in Switzerland. Hermès (Suisse SA) is currently focused primarily on the expansion of direct-owned retailing outlets in major luxury shopping centres and tourist areas around the country and has virtually no reliance on department stores for retail sales. Currently, there are a total of ten Hermès retail outlets in Switzerland,...

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