

Holt Renfrew & Co Ltd in Personal Accessories (Canada)

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Abstracts

The company is focusing on generating growth through the redesign of its existing retail stores to include added services and in-store brand boutiques and the launch and development of the hr2 banner to cater for demand for affordable luxury goods, thereby expanding its customer base as many Canadian consumers cannot afford to shop at Holt's outlets due to its premium position. The company also expanded its product range in 2014 with the launch of Holt Renfrew Men. The aim of this is to attract...

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