

# J Estina Co Ltd in Personal Accessories (South Korea)

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## Abstracts

The company aims to develop the J Estina brand as a “total package” that consists of product lines encompassing personal accessories, fashion and beauty and personal care. As a part of this plan, the company opened its first J Estina Beauty Outlet in Seoul in 2017. This outlet is positioned as “the place where I can shine the most”. To differentiate itself from other beauty and personal care product specialists, J Estina Beauty Outlet will provide a more intimate experience to consumers.

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