

Jóias Vivara Ltda in Personal Accessories (Brazil)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: JBCA234CBD1EN

Abstracts

Jóias Vivara's strategic direction includes the expansion of its retail channel by way of expanding the Vivara Life kiosk, which sells exclusively the silver collection Vivara Life. This collection focuses on personalised products, such as bracelets and necklace pendants. Leading up to Christmas 2015, the company joined with supermodel Gisele Bündchen to launch a Christmas collection. Ms Bündchen is currently promoting the company's Mother's Day collection. The company's online store, which incl...

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