

La Martina SA in Luxury Goods (Argentina)

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Abstracts

La Martina expects to grow 60% in value through an expansion of its presence in the country through the opening of 15 stores over the next three years, both owned and franchised. In Argentina, the brand seeks to promote apparel sales through a new product line named “Blue Tag”, launched in 2014, with a variety of tailoring and urban elegance outfits.

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Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Leather Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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