

La Prairie Group AG in Luxury Goods (Switzerland)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L0FB60C9740EN

Abstracts

La Prairie Group AG established and maintained a solid presence in the Swiss super premium anti-ageing skin care category. The company's primary targets are people aged over 40 with a comfortable financial situation. The company is expected to continue to distribute its products through department stores in order to maintain their luxury image and limit the availability of its products through online shopping to preserve exclusivity.

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