

La Prairie Japan KK in Luxury Goods (Japan)

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Abstracts

La Prairie Japan maintains a strong presence as a high-end super premium skin care brand in the Japanese market. The company benefited from the strong sales growth in luxury goods in department stores in 2013, as La Prairie mainly distributes products through department stores and internet shopping sites operated by department stores. The company aims to drive sales growth by increasing the number of consumers visiting its stores. Whilst introducing many new collections, the company will be...

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