

Lacoste SA in Luxury Goods (Philippines)

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Abstracts

The company is expected to maximise its potential as one of the biggest luxury brands in the Philippines through extensive communication of its vast product portfolio. Through this, Lacoste SA is seen to increase in the support not only of its sports-inspired and famous polo shirts and apparel, but also of its leather goods, footwear and fragrances. With the expanding population of middle-income consumers, the affordable yet luxury product portfolio of Lacoste SA will be a stronghold for the fut...

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Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, 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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