

Lane Crawford (Beijing) Ltd in Luxury Goods (China)

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Abstracts

Lane Crawford will continue its expansion strategy in China, aiming to offer the largest assortment of designer brands to meet the rising demand for luxury goods. Meanwhile, the company is anticipated to deepen its penetration into lower-tier markets, such as Chengdu in China. After its second store in Beijing started operations in late 2012, Lane Crawford continued to open a flagship store in Shanghai in October 2013. It was located in Shanghai Times Square, with a sales area of 16,700 sq m.

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