

Lao Feng Xiang Co Ltd in Personal Accessories (China)

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Abstracts

Lao Feng Xiang Co Ltd aims to act as a leader in the context of jewellery in China and focuses on diversifying its international presence, following the opening of its store in New York. In order to target consumers in North America, the company has also established a social media presence on Twitter in order to connect with younger consumers. The company also plans to increase innovation in its jewellery line in order to cater to the millennials and respond to slowing jewellery demand due to ma...

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