

# Loewe Japan Co in Luxury Goods (Japan)

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## Abstracts

Loewe Japan Company is moving forwards to redesigning its heritage brand image. On 17 July 2014, Loewe Japan Company opened its first store under the new concept “CASA LOEWE Omotesando” in the fashion district of Omotesando, Tokyo. Loewe Japan continued to celebrate its increasing presence in Japan at this store in 2015, by holding the first year anniversary event and launching limited edition products. The company aims to revamp its brand identity and attract both new and existing customers by...

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