

Loewe SA in Personal Accessories (Spain)

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Abstracts

Since 2013, when the new Artistic Director (J.W. Anderson) took over the direction of the company, Loewe has been immersed in rejuvenating its brand and focused on bringing the brand to the 21st century. With this goal the company opened a new and larger flagship store in Spain in 2016. This is a new space where one can contemplate modern art as well as shop.

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