

Louis Vuitton AB in Luxury Goods (Sweden)

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Abstracts

Louis Vuitton AB will continue to focus on strengthening the LV brand and its luxury image. The overall strategy is established by the head office in Paris. The centre of Swedish operations will continue to be the store in Stockholm. The focus will be on presenting new launches and being present at events that promote the luxury image of the brand, including fashion shows, gala openings and other marketing events.

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