

# Louis Vuitton Suisse SA in Luxury Goods (Switzerland)

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## Abstracts

Louis Vuitton Suisse SA is expected to strengthen its leading presence within luxury goods in Switzerland thanks to brand recognition. The launch of new collections is also expected to increase brand awareness. The company enjoys solid brand heritage and is expected to invest in its whole range of products within luxury goods. Louis Vuitton sales come mostly from tourists, the majority being from Asia. Specific focus is given to delivering superior customer service and offering a unique and...

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