

Luxury Accessories in China

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Abstracts

Sales of luxury accessories, especially luxury sun glasses, were strongly influenced by celebrities in 2015. Unlike designer clothing and footwear, Chinese consumers do not usually have a strong preference for luxury sun glasses, which leads to the purchasing decision being based mainly on popular styles and the influence of celebrities. Thus, luxury brands are keen to use celebrities for endorsement purposes. For instance, Karen Walker is quite popular with Chinese actresses such as Zhou Xun...

Euromonitor International's Luxury Accessories in China report offers a comprehensive guide to the size and shape of the Luxury Accessories market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Accessories retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

Product coverage: Luxury Costume Jewellery, Luxury Cufflinks, Luxury Lighters, Luxury Sun Glasses, Other Luxury Accessories.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Luxury Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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LVMH Moët Hennessy Louis Vuitton SA in Luxury Goods (china)

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