

# LVMH Fashion Group Singapore Ltd in Luxury Goods (Singapore)

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## Abstracts

While Louis Vuitton remains the key focus for LVMH in the forecast period, the player is expected to streamline its designs to be less monogrammed given consumers' shifting preference for understated luxury. At the same time, it will also continue its brand building efforts for its remaining portfolio such as Loewe, Céline and Givenchy to capture wider consumer interest.

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