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

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Abstracts

LVMH invested heavily in Brazil in 2016 despite the country's stuttering economy. Two months before the start of the Olympic Games in Rio, Louis Vuitton organished a fashion show at the Museum of Contemporary Art in Niteroi to mark the global launch of a collection named Resort2017. The event, which cost BRL60 million to stage, had a 500-strong guest list which included four international celebrities, namely Catherine Deneuve, Léa Seydoux, Alicia Vikander and Jaden Smith. The company also invest...

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