

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

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Date: November 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: L30C27580B9EN

## 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 organised 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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## Contents

Strategic Direction

Key Facts

Summary 1 LVMH Moët Hennessy Louis Vuitton SA: Key Facts

Summary 2 LVMH Moët Hennessy Louis Vuitton SA: Operational Indicators

Internet Strategy

Competitive Positioning

Summary 3 LVMH Moët Hennessy Louis Vuitton SA: Luxury Goods Brands by Category 2016

Summary 4 LVMH Moët Hennessy Louis Vuitton SA: Competitive Position 2015

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