

LVMH Watches & Jewellery Singapore Pte Ltd in Luxury Goods (Singapore)

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Abstracts

TAG Heuer was aggressive in 2012, opening its largest boutique in the world in Wisma Atria mall along Orchard Road. With much collaboration with Grand Prix Formula 1 racing, TAG Heuer continued to be the focus of LVMH Watch & Jewelry Singapore Pte Ltd. Rising popularity is identified among consumers where they are more willing to purchase due to this collaboration.

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