

Montblanc International GmbH in Luxury Goods (Brazil)

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Abstracts

Montblanc International is expected to focus on investing in portfolio expansion rather than retail expansion over the coming years. The company aims to maintain the loyalty of its customers, mainly women, who already regularly visit Montblanc stores to purchase products for their husbands but who also purchase products for themselves. Brazil is regarded as one of the countries with the highest growth potential for key global luxury goods companies.

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