

Parfum Standard OOO in Retailing (Russia)

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Date: July 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: P01449E3899EN

Abstracts

PS Group is one of the largest distributors of fragrances and other cosmetics operating in Russia. Parfum Standard OOO is a subsidiary of PS Group and continues to develop its beauty specialist retailers chain Rive Gauche. Rive Gauche retail outlets are present across Russia and the chain comprised 237 outlets by the end of 2014. The company currently has plans to continue developing the Rive Gauche chain throughout Russia.

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