

# Phillips-Van Heusen Corp in Luxury Goods (Brazil)

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## Abstracts

Phillips-Van Heusen will continue to benefit from the strength of its Calvin Klein brand, which led overall value sales in luxury goods at the end of the review period. The company will focus its marketing mainly on designer apparel and footwear and luxury accessories in the forecast period. The company also plans to further expand its distribution network and increase its presence, both via third-party retailers and its own retail stores. Outlet volume expansion is notably set to focus on...

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**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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