

Phillips-Van Heusen Corp in Luxury Goods (Brazil)

<https://marketpublishers.com/r/P4022FB8DAAEN.html>

Date: January 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P4022FB8DAAEN

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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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.

Why buy this report?

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Phillips-Van Heusen Corp: Key Facts

Company Background

Summary 2 Phillips-Van Heusen Corp: Luxury Brands by Category 2014

Internet Strategy

I would like to order

Product name: Phillips-Van Heusen Corp in Luxury Goods (Brazil)

Product link: <https://marketpublishers.com/r/P4022FB8DAAEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4022FB8DAAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970