

# Richemont Asia Pacific Ltd in Luxury Goods (Hong Kong, China)

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## Abstracts

Richemont Asia Pacific Ltd strives to maintain the recognition of its image as the “King of Jewellers, Jeweller of Kings” in the Chinese market. Facing a softening economic situation in Hong Kong, China and mainland China, the company also slowed down its expansion plans for Cartier boutiques as the brand has a mature presence in the region. Instead it focused on the operations of its existing retail presence and raised its prices by 6-10% so as to preserve its exclusivity.

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