

Rimowa: From Heritage Luggage Maker to Modern Luxury House

<https://marketpublishers.com/r/R48B2CB8EEF1EN.html>

Date: February 2020

Pages: 16

Price: US\$ 1,325.00 (Single User License)

ID: R48B2CB8EEF1EN

Abstracts

Rimowa has long been considered a luxury brand among the jet set thanks to its high-quality luggage and superior service record. Having been acquired by LVMH in 2016, Rimowa is now attempting to transform the brand from a heritage luggage maker into a full-fledged luxury house by revamping what it sells, where it sells, and how it communicates in a bid to captivate the next generation of global luxury consumers.

Euromonitor International's Rimowa: From Heritage Luggage Maker to Modern Luxury House global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

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

Why buy this report?

Get a detailed picture of the Personal Accessories 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

Introduction
The Journey
The Destination

I would like to order

Product name: Rimowa: From Heritage Luggage Maker to Modern Luxury House

Product link: <https://marketpublishers.com/r/R48B2CB8EEF1EN.html>

Price: US\$ 1,325.00 (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/R48B2CB8EEF1EN.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