

Sisley Suisse SA in Luxury Goods (Switzerland)

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Abstracts

As one of most prestigious names in super premium beauty and personal care in Switzerland, Sisley (Suisse) SA products command a healthy consumer following in Switzerland. Consolidating its influence and position as the leading brand within the emerging segment of anti-ageing skin care has been a central strategic focus of the company for several years. Sisley has also signalled its commitment to building its position in Switzerland with the 2012 opening of its first flagship beauty counter in...

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