

Steltman Juwelier BV in Luxury Goods (Netherlands)

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Abstracts

The retailer is looking to expand sales by targeting a broader consumer audience. Steltman is a very old and traditional jeweller but is looking to appeal to affluent younger men and women. The firm plans to contract younger Dutch jewellery designers to develop new luxury lines which will appeal to younger people in the coming years. It plans to continue looking for emerging, smaller niche brands in other countries in Europe to introduce to the Netherlands and improve its communication...

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

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