

Steltman Juwelier BV in Personal Accessories (Netherlands)

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Abstracts

Steltman is pursuing efforts to increase the consumer base, investing in attractive products that appeal to affluent younger consumers. The retailer will keep its classic image but with a more modern outlook, in order to attract also the younger clientele as the brand is associated with a long history and seen perhaps by some as old-fashioned or unreachable. Steltman sees future growth sourced from the flow of tourists visiting the Netherlands, focusing on affluent visitors from countries like...

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