

SUITSUIT International BV in Personal Accessories (Netherlands)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S233D83475CEN

Abstracts

SUITSUIT is still a relatively small player in bags and luggage in the Netherlands, although it was one of the first to specifically target women as its main consumer group, offering designs and styles adapted to the needs of a female clientele. The company is committed to continue investing in new product development and the launch of more segmented products. SUITSUIT is also likely to consider introducing different product lines targeting men and children to keep abreast of the rising trend to...

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