

Tiffany Korea Co Ltd in Luxury Goods (South Korea)

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Abstracts

By exposing high-end jewellery through various media channels, Tiffany Korea is trying to strengthen its premium jewellery brand image amongst South Korean consumers. Throughout various pricing policies from entry level to high-end level, the brand is willing to meet each consumer's demand to maximise satisfaction. Its unique designs and colours highly appeal to young consumers. Diversifying its collection, the company aims to expand its consumer base to all age groups.

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