

Vertu in Luxury Goods (United Kingdom)

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Date: February 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V00395FB0C8EN

Abstracts

Fresh from its divestment by Nokia in June 2012, Vertu intends to keep producing desirable handsets that its established consumers can enjoy as well as expanding its product portfolio to attract a newer, wider audience. The pioneer and leader in the manufacturing of luxury mobile phones, Vertu's signature motto is, "a life beautifully arranged", and the company aims to increase the quality of its products and its services that complement its consumers' lifestyles. Adjustments are being made to...

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

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