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Vertu Ltd in Luxury Goods (United Arab Emirates)

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Abstracts

Vertu's retail network in the United Arab Emirates is already very strong, with mono-brand boutiques present in all of the country's high-end shopping centres as well as in one luxury hotel. The company's products are also available in eight Rivoli Prestige outlets. In terms of the number of points of sale for Vertu products, the United Arab Emirates exceeds much larger Western European countries such as France and the UK, which are major luxury goods markets. As such, it is not expected that...

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