

Vistula Group SA in Luxury Goods (Poland)

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Abstracts

Vistula Group SA's strategy is focused primarily on brand management within the luxury apparel and jewellery and timepieces categories. It focuses on developing a network of corporate stores and stands for individual business lines, as well as online stores for major brands.

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Product coverage: Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



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