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JK Iguatemi

Issue: 134 , February 2010

As one of the BRIC four, and with a consumer class projected to grow from 50 to 80m by 2020, Brazil is a hot destination for luxury brands. Shopping is taken seriously (witness the famous Daslu store) and super-high-end malls are a key distribution channel for luxury goods. Iguatemi is a 30-year-old, family-owned business with [...]

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