

## Hermes Birkin Bags Fourth Quarter Sales Rose 225

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Mardi, 26 Février 2013 11:23 -

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Hermes group recently said the 2012 operating income and create a new record, the fourth quarter sales of \$1350000000, compared with the same period in 2011 increased by 22.5%, [hermes bags](#)

.Group CEO Patrick Thomas said: "Hermes's business is very stable, we in Europe, the United States and China market performance is very good, more and more Chinese consumers love brands to provide high-quality products, we will continue to provide better products for their."It is reported, in 2012 Hermes group total income rose 22.6% to \$4480000000. Although the competitors have indicated that demand in the Chinese market has declined, but the Hermes group in China, sales increased 28%,

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, the Chinese market to occupy the total income of the group of 21%.From the geographical point of view, the income growth of Asia-Pacific area 29.7%, Japan rose 15.1%, Europe grew 11.6%,

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, 20.8% growth in the Americas region.From the product point of view, income cortex goods grew 14.8%, assembly and other fashion accessories grew 25.5%, 18.9% growth in silk and textile, perfume and watches were increased by 19% and 20.2%. In 2013, Hermes group only plans in China and Ningbo to open a store,

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, but the renovation of the 11 other stores, expand the shop scale.Related articles:

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