

Acne Studios AB in Luxury Goods (Sweden)

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Abstracts

Acne Studios grew rapidly over the review period, as sales almost tripled over the same period with the majority of growth originating from a wholesale strategy. However, over the last few years of the review period, the company opened an increasing number of stores locally and globally to reinforce its brand, which is expected to continue in the near future. Moreover, a continued focus on design and creativity will be paramount for the company.

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