

# Bally Schuhfabriken AG in Luxury Goods (Switzerland)

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## Abstracts

Switzerland is an important territory for Bally Schuhfabriken AG as its head office and manufacturing facility are located in the country. Bally is currently in the process of modernising its retail outlets in Switzerland and it has turned its outlet in Geneva into a flagship store. At present, Bally is renovating its retail outlet in Zurich and once it has reopened it will be the largest Bally flagship store in Europe.

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