

# Benetton Group SpA in Apparel and Footwear (Italy)

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## Abstracts

The Benetton Group, as a specialist manufacturer of apparel and the company continues to benefit from the continuous efforts made towards greater innovation and social commitment in Italy and worldwide during the review period. The brand has managed to overcome the Italian economic recession and through various changes to its organisational structure, it is now focusing on its most valuable asset, its expertise in knitwear, which was the original focus of the company, with the desire to 'colour...

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