

Bottega Veneta Srl in Luxury Goods (Italy)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B4D1A172235EN

Abstracts

Bottega Veneta SRL is expected to strengthen brand awareness over 2012/2013 in Italy. Despite its long brand heritage, Bottega Veneta is expected to consolidate its retail network by focusing on directly-operated stores in Italy at the expense of wholesale distribution. Additionally, the Internet should be an important distribution tool for Bottega Veneta in Italy, as the company is predicted to reinforce overall brand awareness by strengthening its e-commerce strategy.

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