

Brioni SpA in Apparel (Italy)

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Abstracts

The recently appointed CEO of Brioni SpA's parent company PPR, Francois Henri Pinault, has stated that the core strategic approach for Brioni is set to involve product diversification, including a move into accessories and casual wear, while international growth is set to be based on new mono-brand specialist retail outlets. Due to the fact that Brioni covers the premium and luxury segment, which has been less negatively affected by the declining purchasing power which has accompanied the...

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