

Brunello Cucinelli SpA in Luxury Goods (Italy)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BB90BD26AC9EN

Abstracts

Brunello Cucinelli SpA is expected to consolidate its long brand heritage and quality in Italy. The company should consolidate its strong position by focusing on the consolidation of its distribution network by opening new directly-operated stores in core locations, such as cities with consumers with high levels of disposable income. Additionally, its single brand wholesale channel should be strengthened thanks to predicted improvements in the performances of existing stores.

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