

Burberry Group Plc in Luxury Goods (United Kingdom)

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Abstracts

Burberry Group has focused heavily on accessories in recent years, and has seen growth in this area. Looking forward it will focus attention on underdeveloped categories, such as men's and beauty products, with the aim of driving substantial growth. The company is also interested in building an ethical culture, with a focus on increasing social and environmental responsibility through its supply chain and employee schemes. In 2015, Burberry focused on seasonal marketing campaigns, launching the...

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