

# Burberry Group Plc in Personal Accessories (United Kingdom)

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## Abstracts

Burberry Group is expected to focus on innovation and digital marketing within personal accessories in the forecast period. The company will aim to integrate its digital presence with its store network, while also selling via digital content such as shoppable video and digital third party websites such as Instagram and Twitter. In terms of new product development in personal accessories, there is likely to be a strong focus on customisable products, similar to the customisable Scarf Bar it...

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