

Burberry Ltd in Luxury Goods (United Kingdom)

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Abstracts

In 2013 Burberry focused on its men's designer clothing lines. It has moved its menswear fashion show back to London, from Milan, where it had been present for 10 years. Burberry also aims to continue store expansions and in 2013, opened stores in London, Chicago and Hong Kong, as well as four stores in Brazil, as well as broadening its sales of beauty and personal care products, which will in turn, encourage a wider consumer segment to purchase from its clothing and accessories collection.

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