

Calzedonia SpA in Retailing (Italy)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C2618FA366BEN

Abstracts

After developing a wide network of stores in Italy and abroad for intimate apparel, Calzedonia has started to diversify its portfolio, acquiring Atelier Emé, a wedding dress chain with 29 outlets, as well as opening Signor Vino, a wine specialist with 14 outlets. With a sluggish domestic market, the company reduced its number of intimate apparel outlets in 2016 after years of expansion due to the fact that the channel is saturated and margins are shrinking.

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