

Geox SpA in Retailing (Italy)

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Abstracts

Geox's mission is the development of "technology which breathes". The company constantly invests in research and development in order to make continuous improvements to existing products and launch new solutions that combine breathability and water resistance. In line with this strategy, the Geox Group has filed over 60 patents in Italy that have been extended internationally. Moreover, in addition to innovative solutions that provide waterproofing and breathability, the Geox collections are...

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