

# Gruppo Rinascente SpA in Retailing (Italy)

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## Abstracts

In 2016, Gruppo Rinascente continued to focus on the digital space to target luxury consumers. In October, the company offered consumers the option to buy apparel from the collections of major designers such as Alessandro Dell'Acqua, Manuel Facchini, Giuseppe Zanotti, Kartell, Antonio Marras, Diesel and many others. These collections were present in the company's stores so consumers could purchase them straight away.

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