

Gucci (China) Trading Ltd in Personal Accessories (China)

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Abstracts

After closing five of its chained specialist stores in 2015 and another in 2016, Gucci is set to continue taking steps to optimise its retailing strategy in China. This includes the establishment of new concept specialist stores and the closure and renovation of existing stores, among other activities. In addition, with the company having recently appointed new Creative Director Alessandro Michele in January 2015, Gucci aims to forge a younger and more contemporary brand image.

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Contents

GUCCI (CHINA) TRADING LTD IN PERSONAL ACCESSORIES (CHINA)

Strategic Direction

Key Facts

Summary 1 Gucci (China) Trading Ltd: Key Facts

Company Background

Chart 1 Gucci (China) Trading Ltd: Gucci in Shanghai

Internet Strategy

Private Label

Summary 2 Gucci (China) Trading Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Gucci (China) Trading Ltd: Competitive Position 2015

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