

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

https://marketpublishers.com/r/G20E84F8D0BEN.html

Date: July 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G20E84F8D0BEN

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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Bags and Luggage, Jewellery, Watches, Writing Instruments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;



Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



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



I would like to order

Product name: Gucci (China) Trading Ltd in Personal Accessories (China)

Product link: https://marketpublishers.com/r/G20E84F8D0BEN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G20E84F8D0BEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970