

Gucci Group GmbH in Luxury Goods (United Arab Emirates)

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Abstracts

Gucci is already one of the most popular and well-established of luxury goods brands in the United Arab Emirates, with several expansive boutiques located in the country's most desirable shopping centres. As such, Gucci's main priority is to continue focusing on constantly improving the retail shopping experience for its customers. In cooperation with its local joint venture partner Al Tayer Insignia, the company engages in extensive research and customer profiling and continually adjusts its...

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