

Gucci Group (Hong Kong) Ltd in Luxury Goods (Hong Kong, China)

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Abstracts

Gucci Group belongs to a leading luxury conglomerate owning a number of well-established luxury brands. The luxury brand is present in Hong Kong as Gucci Group (Hong Kong) Ltd and is among the favourite luxury goods brands present in Hong Kong market and mainland China. Although the sluggish economic environment significantly negatively affected the business of many of the fashion houses which are present in Hong Kong, Gucci is among a number of brands which maintained competitive position throu...

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