

Gucci Group (Hong Kong) Ltd in Personal Accessories (Hong Kong, China)

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Abstracts

Gucci Group (Hong Kong) is expected to focus on renewing the designs of its personal accessories, especially for bags in the forecast period. The company plans to move towards understated classic designs to meet consumers' preferences, instead of focusing on the monograms for which the brand is traditionally known. It is also likely to rationalise its store network in Hong Kong, in view of the challenging environment caused by tourist arrivals and soft global economic conditions.

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