

Gucci Group Korea Ltd in Luxury Goods (South Korea)

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Abstracts

The company lost brand power as its coveted image came under pressure from luxury brands like Chanel and Louis Vuitton. With growing logo fatigue, South Korean consumers considered Gucci's logo-covered products to be outdated. However, in 2016, the brand sought a breakthrough via design renovation with its new creative director. While it is uncertain whether the company can turn around the brand's sales performance, Gucci has received positive feedback on its new collections.

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