

Gucci SpA in Luxury Goods (Italy)

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Abstracts

In Italy, Gucci's main strategy for the medium term is likely to be to continue to offer Italian consumers intangible assets beyond the high quality of its artisanal goods, which according to the company include high fashion, Italian style, traditional craftsmanship and global consciousness. This includes the company's commitment to keeping production within Italy, and hence supporting the economy of the country. Targeting not only domestic consumers, but increasingly tourists, will remain...

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