

Gucci SpA in Luxury Goods (United Arab Emirates)

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Abstracts

Gucci in the United Arab Emirates plans to continue focusing on higher value products, as well as achieving higher penetration. In 2014, in the United Arab Emirates, the company operated via five dedicated Gucci stores as well as a specialised store for childrenswear and footwear. On a global scale, Gucci is investing in extending its offerings, such as homeware and new models of bags, with these products expected to appear in the United Arab Emirates as well.

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