

Hugo Boss AG in Luxury Goods (South Africa)

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Abstracts

Hugo Boss aims to position itself as one of the market leaders in the premium and luxury segment of the global apparel market. While the brand has its roots in menswear, it intends to achieve this by leveraging its strength in womenswear, including shoes and accessories. The company also plans to expand its omni-channel offerings in the hope that the latter will spur continued growth in the Group's own retail business. Finally, Hugo Boss aims to achieve stronger regional balance by exploiting th...

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