

Hugo Boss (Schweiz) AG in Luxury Goods (Switzerland)

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Abstracts

Hugo Boss Schweiz AG is the Swiss subsidiary of Hugo Boss Group, one of the global leaders in designer apparel and luxury fashion items. The company is continually looking to widen the target range of its core consumer groups and it has recently focused extensively on its super luxury Boss Selection as a core part of its retailing strategy. The increasingly competitive landscape in luxury apparel has also seen Hugo Boss Schweiz engage in extensive marketing activity, much of which involves the...

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