

La Rinascente Srl in Luxury Goods (Italy)

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Abstracts

The acquisition of La Rinascente by Bangkok-based Central Retail Corporation is predicted to consolidate and develop the brand in Italy. In the short-term no new store openings are predicted. However, the renovation of its department store in Milan is aimed at giving the store more luxury positioning, by reorganising and revolutionising the women's offer with brands such as Emilio Pucci, Kenzo, Valentino, Rochas, Nina Ricci, and so on. The restructuring of its fourth floor will increase the...

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