

Limoni SpA in Retailing (Italy)

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Abstracts

After the creation of LLG Leading Luxury Group during December 2013, Limoni is now part of one of the largest beauty specialist retailers groups in Italy which also includes 170 La Gardenia stores. After navigating difficult waters during the past few years, company was acquired by Bridgestone and Orlando Italy with the aim of restructuring its outlet network and reassessing the company's business strategy.

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