

## Micys Co Srl in Beauty and Personal Care (Italy)

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### Abstracts

Micys Co's Pupa/Pupa Milano brand is famous for its new and always fresh seasonal collections, which anticipate cosmetics trends and which marketers and designers always perceive as an event when they are introduced. The latest collection, called China Doll, anticipates the newest trend of glitter and shiny colours. The major company focus is now on export, which already covers 40% of total company sales. As a matter of fact, international markets represent a strong opportunity for growth at a...

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