

# Pomellato SpA in Personal Accessories (Italy)

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## Abstracts

Over the forecast period Pomellato's main strategy in Italy is expected to focus on distribution, especially its boutiques. In the past three years, Pomellato's store count grew from 45 to 62 (40 directly operated stores — including a new boutique on Milan's fashionable Via Montenapoleone, designed by up and coming design duo Emiliano Salci and Britt Moran of Dimore Studio, which opened in May 2016, and 22 franchises), as well as more than 500 points of sale.

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