

# Prada SpA in Luxury Goods (Italy)

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## Abstracts

Prada has stated that the company views 2016 as a 'turning point' with the company struggling to maintain global sales. The company is thus set to adopt a new strategic direction in the forecast period, reviewing prices, product range and online marketing as it seeks to attract new consumers. The company is notably aiming to double internet retailing sales over 2016-2018 by expanding the range offered online, particularly within designer footwear. The company will also seek to target those aged...

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**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Portable Consumer Electronics, Luxury Timepieces, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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