

# Prada SpA in Personal Accessories (Italy)

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## Abstracts

Prada recorded a marginal decrease in value sales in Italy overall in 2016, covering its clothing, leather, footwear and accessories operations. In 2016 and over the forecast period, the company is expected to consolidate its position as a leading player in Italy by focusing on its Prada, Miu Miu, Church's and Car Shoe brands, mainly through its directly owned shops. The overhauled strategy that Prada declared in 2016 is based on a new concept of selling fashion and apparel design products, focu...

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