

# Tod's Deutschland GmbH in Luxury Goods (Germany)

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## Abstracts

The strategic measures of Tod's Deutschland GmbH, the German subsidiary of Tod's SpA, have to be seen in the context of the parent company, of course. For Germany, within this overall framework, the company has the aim of increasing awareness of its brands (Fay, Hogan and Tod's) among German consumers, in order to be able to grow regarding overall revenues and profitability in the mid- to long-term.

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