

# Tod's SpA in Luxury Goods (Italy)

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## Abstracts

In Italy, Tod's is expected to continue investing in its directly owned and franchised shops, as the crisis in the wholesalers channel is likely to continue in the country. The company is set to make a more stringent selection of the independent distributors for its brands, in order to preserve their high-end positioning. Tod's is likely to invest more in the Tod's and Roger Vivier brands in 2013 and 2014, which performed better than Fay and Hogan in Italy in 2012. Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles. **Product coverage:** Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, 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. **Why buy this report?**

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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