

## Emerging Markets – Growth Opportunities for Italian Fashion and Luxury Goods Companies

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With rising affluence, the major Asian economies like China, India and Russia have emerged as the fastest growing market for high-end fashion and luxury goods. These emerging markets are likely to provide immense growth opportunities for Italian fashion companies.

The Italian fashion and luxury companies, many of which are owned by the founding designers are increasingly being overshadowed by French conglomerates LVMH Moët Hennessy Louis Vuitton, which has gobbled up many luxury brands, and PPR, which owns Gucci. So, in order to compete with the French luxury companies and also to expand in the emerging markets, many Italian family-run luxury companies are going for stock market floatation.

Going public will help the Italian companies to get the cash that is required for expansion and also to use it for acquisition. The companies that could go for public listing in the near future include Giorgio Armani, Prada, Dolce & Gabbana, Roberto Cavalli and Salvatore Ferragamo.

Meanwhile, the leading Italian fashion and luxury companies like Mariella Burani Fashion Group, Benetton Group, Luxottica, Bulgari, Safilo, Tod's and Geox are implementing strategies that are aimed at generating top-level growth and profitability by expanding in emerging markets and controlling the distribution channels.

The report is a study on the Italian fashion and luxury industry including its segments like fashion apparel, jewellery and watches and eyewear. The report analyzes the performance of the leading Italian fashion companies in the global markets. The report also assesses the major trends of the industry and factors that could further drive the growth of fashion companies. It studies the business strategies, the geographical mix and distribution strategies of the leading Italian fashion and luxury companies.

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