

Apparel and Footwear Specialists in Italy

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Menswear the top performer as apparel and footwear specialists continue on the slow path to recovery
Primark benefits from focus on affordability while Yves Saint Laurent benefits from new stores and renewed demand for luxury goods
Pop-up and temporary stores help build interest and excitement

PROSPECTS AND OPPORTUNITIES

OVS and other leading players expected to play a key role in the ongoing recovery of apparel and footwear specialists
Apparel and footwear specialists commit to making fast fashion more sustainable
Digitalisation will be key to the future success of apparel and footwear specialists

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Retail in Italy - Industry Overview

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Sustainability in 2023 and onwards,
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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DISCLAIMER

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