
Gucci cafe, D&G restaurant and Armani hotel

Posted by flowerbomb - 2008/07/07 13:32

Hello everyone,

I am a Master's student in International luxury goods marketing from one of France's grande ecoles, CERAM Business School. I am currently doing a survey about "Fashion Brand Extension" as a part of my dissertation.

I need to understand the consumer behaviors and perspectives concerning fashion designer brands that extend their businesses into other categories such as electronic devices, home furnishings and services market. I expect to discover market opportunities, new ideas and new ways to respond to future prospects and consumer needs in the fashion and luxury goods market.

Your ideas and opinions are more than welcome. Please spare some minute of your time to answer this survey, there are only 10 questions. To participate, please click on the [link](#) below.

<http://www.questionpro.com/akira/TakeSurvey?id=993230>

Thank you very much for your time and support.

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