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Aquazzura: The Rapid Rise to Luxury Icon Status

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Edgardo Osorio, Creative Director and Founder of Aquazzura, talks about how he founded the firm at the age of just 25 and discusses the marketing strategy of this women's shoe brand, which has already become a luxury icon. The interviewer is Susana Campuzano, Director of the Executive Program in Strategic Management of the Luxury Industry at IE Business School.

Aquazzura: un rápido ascenso a icono del lujo



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