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Giorgio Armani launches m-commerce store

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Giorgio Armani SpA is moving into m-commerce, allowing users of certain smartphones to shop for new Armani collections straight from their handsets.

The company said that users of the iPhone, Android phones and Blackberrys, as well as certain other phones, will be able to use the new platform from November 25 in countries where customers can already buy online, Dow Jones reported.

The platform is powered by the fashion group's online retail partner Yoox Group.

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