

Damas LLC in Retailing (United Arab Emirates)

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Abstracts

Damas LLC is currently targeting the development of a stronger presence in the country with the launch of new collections. During October 2014, Damas and Titan Company LTS (Tanishq) renewed their relationship by introducing the Tanishq collection, not only in Damas outlets but in various other retail outlets operated by other companies. Damas launched its new collection at Emirates Towers in Dubai in response to the rising numbers of Asian expatriates among the population of the United Arab...

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