

# Damas Mucevherat AS in Luxury Goods (Turkey)

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## Abstracts

Damas Mucevherat is expected to continue to expand its presence in Turkey during the forecast period, due to the country seeing strong growth in sale of luxury jewellery and timepieces during the review period. The company is expected to focus on smaller outlets with a clearly-defined price range, alongside monobrand boutiques. The company will also seek to drive internet retailing sales to Turkish customers during the forecast period and is expected to promote its global internet retailing...

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