

Dogan Optik San Ve Tic Ltd Sti in Eyewear (Turkey)

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Abstracts

Dogan Optik is planning to increase its retail value share of eyewear over the forecast period by adding more brands to its portfolio. The company is expected to continue its cooperation with fashion brands, such as Sarar, over the forecast period. Dogan Optik is expected to concentrate on increasing the recognition of its own brands, Sarar and Despada, as well as continuing to support its international brands including TAG Heuer and Levi's.

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