

Lommel Empreendimentos Comerciais SA in Luxury Goods (Brazil)

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Abstracts

Lommel Empreendimentos Comerciais saw a new majority owner at the start of the forecast period, with Moda Brasil acquiring 52% stake. Following this acquisition, Daslu will see a shift in strategy in the forecast period, with a reduction in most stores' size to 200-300 sq m and a focus on expansion via franchising. The company notably plans to reduce its outlet in the JK Iguatemi mall from 1,600 sq m to a maximum of 400 sq m. Following a shift from being a multi-brand retailer to focusing...

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