

Saat ve Saat AS in Luxury Goods (Turkey)

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Abstracts

In order to expand its customer base, Saat ve Saat intends to target a larger consumer segment and add luxury brands to its portfolio over the forecast period. In 2012, the company bought the Turkish operations of LPI Luxury; the distributor of two brands, Tag Heuer and Maurice Lacroix. The company added Versace, Marc by Marc Jacobs, Fendi and Salvatore Ferragamo to its portfolio in 2013.

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