

# Sass & Bide Pty Ltd in Luxury Goods (Australia)

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## Abstracts

Sass & Bide will use the backing of major shareholder Myer to help with its focus on pushing into new markets. Its first international flagship store in New York opened in 2013 and stores in the UK and Asia are likely to follow. In 2012, Sass & Bide launched an intimate apparel range available exclusively to Myer, and further extensions are expected in the forecast period. To help expand its digital presence and build its consumer brand, Canadian model and fashion blogger Coco Rocha has been...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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