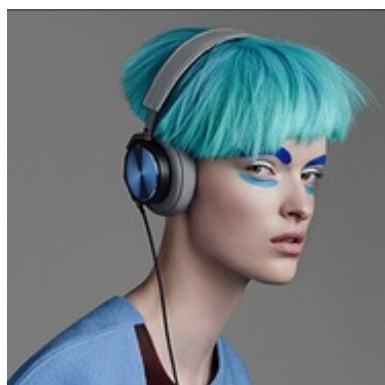


COMMERCE

Bang & Olufsen Australasia acquired by LK Boutique

May 26, 2015



Bang & Olufsen's BeoPlay H6 Special Edition

By STAFF REPORTS

Danish audio Bang & Olufsen in Australia and New Zealand has been acquired by Emerald Group Investments.

Sign up now

Luxury Daily

The Australasia branch of Bang & Olufsen is nine retail stores in Australia and one in New Zealand. Emerald Group Investments also owns LK Boutique, a luxury watch and jewelry retailer in the region.

Snatch it up

LK Boutique is likely taking advantage of the growing luxury market in Australasia.

Luxury retailing in Australia is projected to be a \$2.4 billion industry by 2019-20, according to a new report by IBISWorld.

IBISWorld's "[Luxury Retailing in Australia](#)" report says the country's relatively stable economy has given its residents more disposable income, leading to more luxury purchases. Due to Australia's favorable market for luxury goods, many brands have aggressively expanded their operations in the region ([see story](#)).



Bang & Olufsen special edition headphones

Emerald Group Investments plans to revitalize Bang & Olufsen in Australia and New Zealand with new marketing plans. The company generates about \$40 million in annual revenue from its LK Boutique stores and a stand-alone Rolex boutique in Sydney.

The company's revenue is expected to rise as a result of this acquisition.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.