

Kesa Considers Name Change, Retaining Comet Stake

Written by Marco Attard
26 October 2011

The Telegraph reports Kesa might change its name to that of its flagship European brand, Darty, in a move to tie it closer to European markets (and the French stock market).



Meanwhile CE Theirry Falque-Pierrotin says the company has "not given up on the UK" in reference to ailing UK retail chain Comet.

Kesa is still looking for a buyer willing to take Comet-- with 2 private equity firms still in talks over the sale, OpCapita and Hilco. The company gives no details over the sales process, although the Telegraph says "Kesa is likely to have to pay as much as £50m for OpCapita to take the struggling retailer off its hands."

It might also retain an ownership stake in Comet, even after such a sale (eventually) happens.

Speaking on the differences between Comet and the more profitable Darty, Falque-Pierrotin comments on French economic cycles being milder than in the UK, as well as Amazon having a stronger grip on the UK entertainment and TV market than in France.

Go [Kesa Chief Believes Comet Has a Bright Future \(The Telegraph\)](#)

Go [Kesa Keeps Comet as Sales Fail](#)

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