

# Smollan acquires majority share in Student Village

Retail solutions company, Smollan, has recently acquired majority share in the youth marketing and graduate development company, Student Village.

The two businesses will collaborate to deliver solutions to brand owners looking to activate their brands in the South African youth market and beyond.

Student Village CEO, Ronen Aires expressed that the opportunity lies in how the businesses collaborate to amplify their offerings.

For more, visit: <https://www.bizcommunity.com>