

Casio France SA in Personal Accessories (France)

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Date: May 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C069F82CD39EN

Abstracts

In mid-2013, Casio Europe announced that it would increasingly focus on selective distribution of watches, whereby its most successful watch ranges will only be sold through retailers which closely co-operate with Casio. This strategy, rolling out from November 2013 will also apply to France. Casio watch ranges offered only through selected retailers will include models from Edifice, G-Shock, Pro-Treck and women's Sheen lines.

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