

# Golden Dew Corp in Personal Accessories (South Korea)

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## Abstracts

The company is expected to expand its Golden Dew brand so that it offers more good-quality products for wedding collections. The Golden Dew brand currently has its own wedding collection, but the future strategy is to focus on diamond stones. The importance of good-quality diamonds is growing in the domestic market and the company has quickly captured this trend. In March 2016, it launched its diamond line using world-renowned diamond brand Forevermark from De Beers. De Beers Forevermark product...

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