

GrandVision BV in Eyewear (Netherlands)

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Abstracts

GrandVision owns two optical shops brands in the Netherlands, Eyewish and Pearl. Eyewish focuses on a combination of low prices and high-quality service. Although its prices may not be as low as some of its competitors, the company remains one of the main optical shops in the Dutch market. Pearle also takes a customer-focused approach. Its Brilmij was the first optical shop in the Netherlands to place spectacle frames on display, for customers to try on. GrandVision may be looking to merge...

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