

Grupo Tecnol SA in Eyewear (Brazil)

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Abstracts

Grupo Tecnol's strategic direction continues to be focused on the investment of licensed production of mid-priced brands such as Playboy, Forum and Turma da Monica, while Luxottica Group (which acquired Grupo Tecnol in 2011) focuses on premium and super premium brands. This positioning allows Grupo Tecnol to focus on low-income and middle-income consumers who are looking for a good-quality product at a low price.

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