

JIN Co Ltd in Eyewear (Japan)

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Abstracts

JIN Co Ltd continues to adopt the brand vision “Magnify Life” that implements various strategic approaches to improve its competitiveness and increase its value share in Japan’s eyewear and global markets. The company launched a range of innovative spectacles such as J!NS PC, J!NS Paint and J!NS Moisture over the review period, which have allowed it to create new demand within eyewear. The company will continue to strengthen its planning and development to introduce advanced innovative products...

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