

# JINS Inc in Eyewear (Japan)

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## Abstracts

JINS Inc continues to pursue its brand vision under the slogan “Magnify Life”, which involves the adoption of various strategic approaches to improve its competitiveness and increase its value share in eyewear in Japan and at global level. 2016 saw the company launched a range of innovative spectacle products such as J!NS PC, J!NS Paint and J!NS Moisture over the review period, which have allowed it to create new demand in the eyewear industry. The company will continue strengthening its plannin...

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