

Lenscrafters Inc in Eyewear (USA)

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Date: July 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LEFC9ACE377EN

Abstracts

Lenscrafters Inc leads optical goods stores in the US. Being under the Luxottica Group SpA umbrella, the company plans to further expand the number of retail outlets under the LensCrafters, Sunglass Hut and Pearle Vision brands to maintain its leading position in the US eyewear market. In 2015, Luxottica Group SpA and Macy's Inc made an agreement to open 500 LensCrafters locations within Macy's stores in the US over 2015-2018. The company also aims to improve its corporate image and value by imp...

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