

Liw Lewant Sp zoo in Eyewear (Poland)

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Abstracts

As of 2015, Liw Lewant Sp zoo plans to further strengthen its position in Poland, relying primarily on the advertising of its new collection of original wooden eyewear, as well as its sport and safety spectacles. Communication will primarily involve public relations, presenting Polish show business celebrities wearing the company's products. In addition, it is expected that the company will offer numerous promotions on eyewear, encouraging new customers by means of attractive prices.

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