

Luxoptika TOV in Luxury Goods (Ukraine)

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Abstracts

Optimus TOV represents Luxoptika, a chain of optical shops. The main strategy is aimed at broadening the chain's presence in Ukraine. The company's offer is positioned in the mid-priced and premium segments. In 2013, a new store opened in Sevastopol, in the Musson trade and entertainment centre. It is planning further development in the Crimea.

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