

Marchon Europe BV in Eyewear (Netherlands)

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Abstracts

Marchon Europe BV is committed to consolidating its position as a key global player in the eyewear industry. Its main plan in the Netherlands is to further increase its sales by promoting luxury brands and introducing more frequent collections that are targeted at a more diverse range of consumers. The manufacturer is looking to expand its portfolio of licensed brands in order to meet the demand for international luxury brand names. It will look to establish contacts with the world's leading app...

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