

Nau SpA in Eyewear (Italy)

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Abstracts

Nau's key strategy is to offer consumers affordable eyewear. The company is present nationwide on high streets throughout Italy. The NAU! brand has been able to withstand the stagnation in the Italian economy in recent years. The company is set to continue to base its strategy on key values such as respect for the environment and innovation. In fact, every two weeks the company offers a new limited edition collection which is quality certified. Its glasses are an expression of Italian taste, fas...

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