

Safilo Far East in Eyewear (Hong Kong, China)

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Abstracts

Safilo Far East's strategic focus is to become the leading player in eyewear via a wide product portfolio, which can appealing to a wide range of consumer groups. The company thus aims to strengthen its position in the high-end segment through more partnerships and licensing agreements with luxury brands of spectacle frames, and at the same time, develop its own private label portfolio to target lower-income consumer group. The company also aims to strategically expand its distribution network...

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