

# Shanghai Xinzu Eyewear Co Ltd in Eyewear (China)

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## Abstracts

Shanghai Xinzu Eyewear will continue to focus on a multi-branding strategy over the forecast period. With New and LodenSelan being its two leading brands, the company plans to secure the position of these brands in spectacle frames through continuous investments in brand cultivation. For international brands distributed by Xinzu Eyewear, the company's established distribution network will be optimised to support sales of those brands.

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