

# Specsavers Pty Ltd in Eyewear (Australia)

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## Abstracts

Specsavers aims to continue to grow its retail value share in Australia through its offering of fashionable frames at affordable prices. The company will continue to introduce new brands and collaborate with fashion designers and celebrities on new designs to keep its offering relevant. Following the success of the limited-edition range Specsavers announced it will continue to create more limited-edition frames in association with local artists, including Aboriginal artist Ljalilki Ljalilki.

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