

Synsam Services AB in Eyewear (Sweden)

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Abstracts

Synsam has a long-standing presence in Sweden. While it has moved its focus toward innovation, expertise and strong customer service remain vital aspects. Innovation has become a new focus area for the retailer. It has set-up a leasing service which allows consumers to rent three pairs of spectacles for SEK199.00 per month (2-year contract), and replace one pair with a new one after 12 months. The player also launched a new app, Stylelab, in 2016, which consumers can use to upload a photo of the...

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