

Triwa AB in Personal Accessories (Sweden)

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Abstracts

Triwa, short for Transform the Industry of Watches, retains its primary strategy from when the company was founded to design watches of contemporary design at an affordable price. Watches traditionally have been a status symbol and a display of wealth; however, Triwa focuses on producing watches of timeless design, which are financially accessible to everyone. Moreover, despite a generally affordable price tag, Triwa aims to offer a selective and modern distribution strategy. Lastly, the company...

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