

Twinkle Newlook Sdn Bhd in Eyewear (Malaysia)

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Abstracts

Twinkle Newlook Sdn Bhd aims to gain stronger share of optical goods stores through its active expansion plan. The retailer focuses on new store openings under the concept of Optimal as well as a new store format under the name of Showcase by Optimal. The company is also looking to diversify by offering a premium range of eyewear under the new store format of Showcase by Optimal from its existing Optimal retail brand which targets low- to mid-income consumers.

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