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Dedoles launches Its Innovation Lab

The New Department Will Also Focus On Combatting Climate Change

Dedoles is moving from the sock business into the field of fashion. Besides, the company plans to analyse other business opportunities and present its new activities in the field of gaming. Dedoles aims to become a global brand with multiple lines of business and is therefore launching the Innovation Lab, which offers new job opportunities.

Dedoles Innovation Lab will analyse the current business model of the brand, and at the same time examine other market opportunities. The major challenge awaiting our new colleagues in the Innovation Lab is to explore the sustainability of technologies with the primary goal of reducing greenhouse gas emissions that cause global warming. Global warming has become a huge threat and climate change can have fatal consequences for the entire planet. *"Technological innovation is the only way we can reverse the situation; it is the major global challenge of the 21st century. We want to help through our activities and the capital we create,"* says Dedoles founder and CEO Jaroslav Chrapko.

The Innovation Lab will thus strategically bring new opportunities for the Dedoles brand. This year, at least five new colleagues will be hired for the Innovation Lab, mainly in analytical positions.

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