

Brand Concept

Have you ever heard of the Pareto Optimum?

It was proposed by the Italian economist Wilfredo Pareto.

It means the allocation of resources are distributed without waste.

If you want to share a cake between two people, you know that you can cut it in half.

However, in the real economy and society, resources are never evenly distributed.

Pareal is a company that realizes such a Pareto-optimal world through apparel.

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