



## **Leading European online optician Mister Spex appoints retail expert Peter Williams as chairman of board**

*Berlin, 2<sup>nd</sup> December 2013*

Mister Spex, Europe's largest online retailer for branded eyewear, has appointed former Selfridges CEO Peter Williams as non-executive chairman of the board.

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Williams has significant experience as board member and chairman and currently also holds non-executive roles at fashion online retailer Asos, gaming company Sportech and cinema chain Cineworld. He has spent over 30 years in a variety of both executive and non-executive positions in consumer-facing businesses spanning retail, leisure, media and consumer products. In his executive career he worked at Selfridges as CFO and CEO during its renaissance to become one of the world's leading department stores. "Peter Williams brings in a lot of retail expertise as well as fashion and e-commerce knowledge from leading online businesses like Asos", says Mister Spex CEO Dirk Graber. "With his profile Peter perfectly completes our board. Together we strive for our vision of becoming Europe's favorite way and place to buy eyewear", adds Managing Director Mirko Caspar.

Peter Williams comments: "Having played a part in the successful development of Asos I was looking for a new challenge to contribute to an innovative online business. It is Mister Spex's clear ambition to be the number one online eyewear retailer in Europe and I can help the company to strengthen its position as a market leader."

**About Mister Spex:**

Mister Spex GmbH is Europe's largest online retailer for branded eyewear. Through the Internet, the company offers an extensive range of high quality prescription glasses, sunglasses and contact lenses at competitive prices. In addition to the broad product range, price transparency and price savings, customers also benefit from free services such as eye tests and the adjustment of glasses thanks to more than 350 local partner opticians in Germany. Half of the staff in the customer service team are trained opticians. The company also has its own optician workshop in Berlin with final assembly and quality control.

In 2012 Mister Spex generated revenues of 26 million Euro and thereby approaches the size of the top ten German offline retailers for eyewear. Since the launch of the online store in April 2008, Mister Spex has served more than 600.000 customers. The Berlin-based company currently employs over 250 people. In July 2013 Mister Spex acquired the Swedish online eyewear shops Lensstore and Loveyewear and is also present in other European countries with own online stores in France and Spain. In 2012 Mister Spex was awarded "online shop of the year" in Germany.