



# MISTER SPEX

So kauft man Brillen heute

Berlin, 26 February 2016

## **Mister Spex opens its first store in Berlin. Europe's number one online optician expands its multi-channel approach.**

Mister Spex, Europe's leading online optician, has opened its in-house operation at its first store in the Alexa shopping centre in Berlin, thus expanding its successful multi-channel concept with an additional sales channel. The company's three executive directors, Dirk Graber, Mirko Caspar and Robert Motzek began the morning by giving their invited guests an insight into the future offline world of Mister Spex and by welcoming their first customers. Also on-site was Dr Christian Hanke, borough mayor of Berlin's central Mitte district, who congratulated the online retailers on their decision to expand the successful business model to bricks and mortar retail trading. Dr Christian Hanke emphasised during his welcoming speech: "Mister Spex has been an innovative employer for the city since its inception in 2007. As borough mayor of Berlin's central Mitte district, I am all the more pleased that the company is expanding its operations further in this location and opening its first store here in Alexa."

Since 2011 the Berlin company, together with over 550 partners in Germany, Austria and Switzerland, has been offering its customers a wide range of free services at local high-street opticians. "Opening our own Mister Spex store was the next logical step for us. With Alexa we have found an attractive and much visited location", explains Dirk Graber, founder and Managing Director of Mister Spex. The lessons learned from the retail store operation should also become part of an expanded partner programme which Mister Spex is currently working on. Co-Managing Director Mirko Caspar adds: "By cooperating with our opticians there is still plenty of potential for both sides, which we would like to explore together. We will strengthen our skills and test new ideas in our store, which we can then roll out online as well as with our partner opticians. The core business of Mister Spex, however, remains E-Commerce."

In the future, Mister Spex customers will not only be able to choose online from the biggest directly available range of over 7,000 models of brand name glasses, but they will also be able to try on around 1,400 pairs of glasses and sunglasses on display in the Mister Spex store in Berlin-Mitte. They can buy them in store, or whilst there, they can access the whole product range online together with the team of trained opticians. Located on the ground floor of the Alexa in a store area of 150 square metres, the Mister Spex team offers, in addition to extensive advice, a wide range of free services for prescription glasses, sunglasses and contact lenses, such as eye tests and adjustments.

### **You will find the first Mister Spex store here:**

Alexa Shoppingcenter

Grunerstraße 20 | D-10179 Berlin

Ground floor | Store number 0.53

Opening times: Monday to Saturday – 10 am until 9 pm



# MISTER SPEX

So kauft man Brillen heute

## **About Mister Spex**

Mister Spex GmbH is Europe's leading online optician. Through its website, the Berlin-based company offers, alongside contact lenses, the most comprehensive range of directly available designer glasses and sunglasses in Europe, all at attractive prices. In addition to transparent pricing and cost savings for complete prescription glasses, customers benefit from free services such as eye tests and glasses adjustments, as Mister Spex already works in partnership with more than 550 local opticians in Germany, Austria and Switzerland. The Mister Spex service team is made up of qualified opticians providing customer advice by telephone or e-mail. The company has its own optician's workshop in Berlin, where the final production and quality control of the glasses takes place. The good quality of the glasses was confirmed in December 2014 by the German consumer research and advice foundation *Stiftung Warentest*, which named Mister Spex one of Germany's best opticians.

Mister Spex counts more than 1.5 million customers throughout Europe. The company currently employs around 350 staff and in 2014 was named best online shop for glasses by the German market research institute *Deutsches Institut für Service-Qualität* and winner of the "Jewellery, watches & glasses" category by the EHI Retail Institute. Mister Spex operates its own websites in Germany, France, Spain, Austria, Switzerland, the Netherlands and Great Britain and took over the Swedish online eyewear shops Lensstore and Loveyewear in July 2013, as well as the Norwegian contact lens retailer Lensit in January 2015.

### Press contact Mister Spex:

Thomas Erhardt | [thomas.erhardt@press-factory.de](mailto:thomas.erhardt@press-factory.de)  
PRESS FACTORY GmbH | Karl-Marx-Allee 81 | D-10243 Berlin  
Tel. +49 (0)30 / 28879 - 007 | Fax +49 (0)30 / 28879 - 003

### Company contact Mister Spex:

Judith Schwarzer | [press@misterspex.co.uk](mailto:press@misterspex.co.uk)  
Mister Spex GmbH | Greifswalder Straße 156 | D-10409 Berlin  
Tel. +49 (0)30 / 4431 230 - 141 | +49 (0)30 / 4431 230 - 25 141  
[www.misterspex.co.uk](http://www.misterspex.co.uk)