

Stockholm, 21 April 2021

Premiere of Europe's leading omnichannel optician in Sweden: Mister Spex opens first stores in Stockholm

Today, Mister Spex opens its first store in Sweden in the popular shopping street known as "Drottninggatan" in Stockholm. On 28 April, a second new store will open in the Mall of Scandinavia, Stockholm's most famous shopping centre. Just like in the online shop, Mister Spex now offers customers in Sweden a simple digitalised shopping experience where fashionable design meets optical expertise. The first Mister Spex store was launched in Germany at the beginning of 2016, and the company now operates 38 stores there.

Mister Spex has been successful in Sweden for many years, not only with its own online shop: with a strong local team in Stockholm, its own customer service and warehouses in Sweden and Norway, the omnichannel optician has gradually expanded its range of products in the Scandinavian market. The new store at Drottninggatan 61 offers a versatile selection of over 900 pairs of glasses and sunglasses over a sales area of more than 120 m². In the store in the Mall of Scandinavia, there are more than 700 models over an area of around 60 m². The arrangement follows the intuitive structure of the online shop and is subdivided according to eyewear shape, size and colour. At the same time, customers have on-site access to the entire online portfolio with more than 10,000 models from over 100 brands. In addition, the stores offer further services such as eye tests alongside personal specialist advice. Mister Spex also scores with an excellent price-performance ratio and believes in full transparency when buying glasses. The standard glass package, including all important finishes, is already included in the price.

Mister Spex's versatile fashion-oriented range is unique in the eyewear industry: it includes attractive luxury and premium brands as well as the latest independent labels and popular eyewear classics. Among them are many brands that are particularly in demand in Sweden: the spectrum ranges from brands such as Ray-Ban, Carrera and Marc Jacobs to designer labels such as Gucci, Saint Laurent, Tom Ford and Dolce & Gabbana to trendy Scandinavian brands including Vasuma, EOE and Chimi, which Mister Spex offers in all its markets. A special feature of the Stockholm market: luxury and independent brands are particularly popular with customers.

"We are very happy to be here for our customers with two stores in Stockholm," says Mirko Caspar, CO-CEO of Mister Spex. "We have already been very successful in the Scandinavian markets for many years with our online shop and partner optician programme. We know the market well. Our customers are always at the centre of everything we do. Thanks to our omnichannel approach, they can move seamlessly between the online and offline worlds and decide for themselves when, where and how they shop. Our goal is to inspire and empower them to find and wear the perfect glasses for their individual look with joy and confidence – both on- and offline. And while doing so we, of course, offer optical expertise and high-quality products."

Sofia Rundström, Shopping Center Manager at the Westfield Mall of Scandinavia, adds: "It is really great to be part of Mister Spex's offer in Sweden and that they choose to open a physical store in the Westfield Mall of Scandinavia. The brand will be a very good addition to our existing store portfolio and we are really looking forward to being able to offer Mister Spex's unique concept to our visitors."

Mister Spex, whose headquarters are located in Berlin, entered the Swedish market in 2013 with the acquisition of the two Swedish online eyewear companies Lensstore and Loveeyewear, which now operate under the Mister Spex brand. In addition to an innovative virtual fitting tool in 3D, the Mister Spex online shop also offers the option of having up to four pairs of glasses sent to your home to try on free of charge. There have been partner opticians in the most important metropolitan regions of Sweden since 2018.

Another interesting development in Sweden: in 2020, on average, approximately every sixth to seventh pair of prescription glasses sold there was glazed with blue filter. In these challenging times where many are working from home, many people spend significantly more time in front of screens, both professionally and in their spare time. As a result, they are less likely to wear contact lenses and more likely to opt for glasses. Glasses are the new Zoom conference accessory. The focus on health is reflected in the increasing demand for glazing with blue filter technology. It filters the blue spectrum out of the light emitted by screens, thereby boosting performance and supporting natural sleep patterns*.

To protect the health and safety of customers and employees, Mister Spex uses extensive hygiene and precautionary measures in all stores. Consultations and eye tests are also offered mainly via online booking of appointments.

Address and opening hours of the new Mister Spex stores:**Store 1 (from 21 April)**

Drottninggatan 61

111 21 Stockholm

Mon. - Sat. 10.00 am - 6.00 pm

Sun.: 11.00 am - 5.00 pm

Store 2 (from 28 April)

Mall of Scandinavia

Stjärntorget 2

169 79 Solna

Mon. - Sun.: 11.00 am - 8.00 pm

* Study by Prof. Barnes from the University of Washington (<https://hbr.org/2020/10/will-blue-light-glasses-improve-your-sleep>)

About Mister Spex

Founded in 2007, [Mister Spex](#) is a multi-award-winning company that has become the leading omnichannel optician in Europe. The company has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omnichannel optician with more than 5 million customers, 10 online shops across Europe and several own physical retail stores in Germany, Austria and Sweden. A digital native, technology and innovation have always been an integral part of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browse functionalities. The focus of Mister Spex is to make eyewear purchase for customers an easy, transparent and fun shopping experience by combining a comprehensive and varied range of high-quality products with optician expertise and services through its customer service, own stores and an extensive network of partner opticians.

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