

Berlin, 15 September 2021

Mister Spex opens its 40th German store in Erlangen and continues to expand both nationally and internationally

Today, Europe's leading digitally-driven omnichannel optician is opening a new store in the Erlangen Arcaden shopping centre – its 40th brick-and-mortar store in Germany. A week later, on September 22nd, the continued expansion will also be driven forward internationally with a second store in Vienna. After the first launch in the Austrian capital was celebrated in April 2021 in the Shopping City Süd (SCS) centre, another branch is now following in the Donau Zentrum, the largest shopping centre in Vienna.

In Erlangen, visitors to the new store can expect more than 750 pairs of glasses and sunglasses across a sales area of 65 square metres. In Vienna's Donau Zentrum, there are more than 900 frames to choose from, across almost 95 square metres. In addition, simultaneous online access is provided to over 10,000 pairs of glasses and sunglasses from over 100 well-known brands. The range consists of high-quality own brands, attractive luxury and premium brands, such as Gucci, Moncler or Tom Ford, and also hip independent labels, such as Off-White or L.G.R. A special feature of the business model: quality lenses with a 1.5 index are available free of charge for all pairs of glasses. In addition, as in all Mister Spex stores, we offer free services such as eye tests and glasses adjustments. Due to current hygiene and precautionary measures, we recommend booking an appointment for this services online in advance.

"After successfully going public with Mister Spex at the beginning of July, I am enthusiastic, that we are now pushing ahead with our announced further expansion with store number 40 in Germany and with our next international launch," says Mirko Caspar, CEO of Mister Spex SE. "At an increasing number of locations, our customers have the opportunity to decide for themselves when, where and how to buy their new pair of glasses – and which service they want to use via which channel. Our frames can be tried on virtually or at home, and the same applies to services such as, for example, measuring pupillary distance. Many customers can also take an online eye test. Of course, in addition to providing access to the online shop, we also offer these services on site in our stores, providing you the opportunity of having a first-hand, tactile experience. As always, we combine the best of both worlds."

When the second store is opened in Vienna at the end of September, Mister Spex will then operate a total of 44 of its own stores.

Addresses and opening times of the new Mister Spex stores:Store at Erlangen Arcaden

Nürnberger Str. 7

91052 Erlangen

Mon to Sat, 8:00 a.m. to 8:00 p.m.

Store in the Donau Zentrum, Vienna (as of 22nd September)

Wagramer Str. 94

1220 Vienna

Mon to Wed, 9:00 a.m. to 7:00 p.m.

Thu to Fri, 9:00 a.m. to 8:00 p.m.

Sat: 9:00 a.m. to 6:00 p.m.

About Mister Spex:

Founded in 2007, [Mister Spex SE](#) (together with its subsidiaries, "Mister Spex") is a multi-award-winning company that has become the leading digitally native omnichannel optician in Europe. Mister Spex 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 physical retail stores. 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 browsing 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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