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Mister Spex strengthens its sustainable commitment and presents the first social eyewear collection together with share

Europe's leading digitally driven omnichannel optician is expanding its product range with the first social eyewear collection in partnership with the social lifestyle brand share. From 7 December, the 26-piece unisex eyewear collection will be available exclusively in the German and Austrian [online shops](#) of Mister Spex as well as in the stores in Berlin's Alexa, Hamburg Ottensen, Munich's OEZ, the Köln Arcaden and Vienna's Donauzentrum. The social approach: Under the motto #iwearsocial, share makes it possible for every pair of glasses sold to be donated to someone in need. This commitment is realised in cooperation with the globally active organisation OneDollarGlasses.

"I am very pleased that as part of our intensive efforts and initiatives as part of our sustainability strategy, we are now launching an eyewear collection together with share, with which we are not only doing something good, but which is also mainly made from bio-based cellulose acetate," says Maren Kroll, CHRO and board member of Mister Spex SE. "As a responsible company, social commitment and the design of a sustainable product portfolio are very important to us – both of which this collection embodies. In addition, it shows how modern and timeless sustainability can be." The glasses bear the names of people share has met and inspired in other projects, such as Hawa from Somalia, Fayez from Myanmar or Hamett from Senegal. The cases of each pair of glasses contain a QR code that customers can use to find out in which region and in which project they are helping another person through their purchase. The project OneDollarGlasses, which is supported by share, has set itself the goal of providing basic global optical care. More than 950 million people worldwide have no access to such care or cannot afford glasses. Donations are used to provide materials and training so that the necessary glasses can be produced directly on site.

As a climate-neutral company (including packaging, shipping and voluntary climate protection contribution), Mister Spex aims to design an even more sustainable product range. This should not only enable customers to make conscious purchasing decisions, but also strengthen partnerships and supplier relationships that stand for high product quality and observe data protection as well as rules of conduct and compliance.

You can find out more about corporate responsibility at Mister Spex at <https://corporate.misterspex.com/en/corporate-responsibility/>.

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-driven omni-channel 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 omni-channel optician with more than 5 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. As a digital native, technology and innovation have always been integral parts of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browsing features. Mister Spex focusses on making purchasing glasses a shopping experience that is simple, transparent and, at the same time, fun for customers – offering a comprehensive and diverse range of high-quality products in combination with extensive expertise in optics and advice from the customer service team, its own branches and an extensive network of partner opticians.

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