

Berlin, 16 March 2022

## **50 stores in Europe: Mister Spex reaches another milestone with two new openings in Austria and continues its omnichannel success story**

Mister Spex, Europe's leading digitally driven omnichannel optician, is expanding its store network and opening two new stores in Austria on the 16th of March in Vienna and on the 23rd of March in Linz. Only one year after the European store premiere, Mister Spex has reached the mark of 50 stores in Germany, Austria and Sweden. Since 2016, Mister Spex has been focusing on a fully digitally integrated omnichannel offering of online services and on-site advice, and is also gradually expanding its retail business internationally. Only last April, the company launched the international roll-out of its omnichannel offering in Vienna with the first shop opening outside Germany. The two Austrian store openings are the kick-off for a large number of further openings that will follow in 2022.

"Six years after our first store opening in Berlin, we are now reaching a real milestone with our 50th store. The successful expansion of our Europe-wide store network is an important step in our international omnichannel strategy. With our smartly linked online and offline offers, we provide a simple and seamless shopping experience, combining the best of both worlds. I am very pleased that we are now also present with our stores in even more places in Austria," says Mirko Caspar, Co-CEO of Mister Spex SE.

The omnichannel strategy of the Berlin-based company consistently focuses on the individual needs of its customers and offers a wide range of services online through various filter options, virtual fitting or online eye tests, which are complemented by additional services such as eye tests and glasses fittings in addition to personal specialist advice in the Mister Spex stores. Customers also benefit from all the online advantages and have virtual access to the entire Mister Spex range, which includes more than 10,000 pairs of glasses from over 100 brands.

The 49th Mister Spex store will open in Vienna's Mariahilfer Straße on the 16th of March 2022. This will be followed shortly by the opening of the 50th store in the PlusCity shopping centre in Linz on the 23rd of March 2022. To protect the health and safety of customers and employees, Mister Spex uses extensive hygiene and precautionary measures in all stores. It is also recommended to book an appointment online in advance for consultations and eye tests.

Mister Spex has been active in Austria since 2008. Initially, the company was represented with its online offer until it launched the partner optician programme in 2014, which now includes numerous cooperating optical branches in all major metropolitan areas. As in Germany, the online eye test was introduced in April 2020. The first Austrian store was opened in April 2021 in the SCS shopping centre, and since September 2021 there has also been another Mister Spex store in Vienna's Donauzentrum.

### **Addresses and opening hours of the new Mister Spex stores:**

#### Mister Spex Store Vienna

Mariahilfer Straße 38  
AT-1070 Wien  
Mon.-Sat.: 10:00 am till 7:00 pm

#### Mister Spex Store Linz (starting on the 23rd of March)

PlusCity, Plus-Kauf-Straße 7  
AT-4061 Pasching  
Mon.-Wed.: 9:30 am till 7:00 Uhr  
Thu.-Fri.: 9:30 am bis 9 pm  
Sat.: 9:00 am till 6:00 pm

#### **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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