

Berlin, 06th of April 2022

Expansion continues: Mister Spex opens more stores in Germany this spring

This spring, Mister Spex, Europe's leading digitally-driven omnichannel optician, opens four more stores in Germany. The store network will be expanded in Bavaria, North Rhine-Westphalia, and Schleswig-Holstein. The company now operates 54 stores in Germany, Austria, and Sweden. Since the 30th of March 2022, the employees in Düren and Regensburg have been advising customers to purchase their new glasses or sunglasses. Today, on the 6th of April 2022, Mister Spex is opening another store in Nuremberg, followed by the opening in Kiel on the 21st of April 2022. The company aims to expand its store network by at least 20 new stores in 2022.

Mirko Caspar, CEO of Mister Spex SE, explains: "In line with our omnichannel model, we continuously promote the expansion of our store network and thus also contribute to the revitalisation of city centres - especially strongly in regions that were disproportionately affected by the pandemic. We are looking forward to more life in the shopping streets again."

Visitors to the Mister Spex stores can expect an assortment of around 1,000 pairs of glasses and sunglasses. In addition, customers can access the entire online range, which includes over 10,000 pairs of glasses and sunglasses from more than 100 well-known brands. The concept is part of Mister Spex's successful omnichannel strategy and consistently focuses on customers with all their individual needs and enables them to use exactly the service they need and prefer for buying glasses at different touchpoints.

Addresses and opening hours of the new Mister Spex stores:

Mister Spex Store Düren (starting 30th of March 2022)

Wirtelstraße 24

52349 Düren

Mon. - Sat.: 10:00 am till 7:00 pm

Mister Spex Store Regensburg (starting 30th of March 2022)

Königsstraße 2

93047 Regensburg

Mon. - Fri.: 09:30 am till 7:00 pm

Sat.: 9:30 am till 6:00 pm

Mister Spex Store Nürnberg (starting 06th of April 2022)

Breite Gasse 58-60

90402 Nürnberg

Mon. - Sat.: 09:30 am till 8:00 pm

Mister Spex Store Kiel (starting 21st of April 2022)

Holstenstraße 69-71

24103 Kiel

Mon. - Sat.: 10:00 am till 7:00 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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