

Berlin, 25 May 2022

## **Premiere in Malmö: Mister Spex opens third store in Sweden**

Mister Spex, Europe's leading digitally-driven omnichannel optician, is driving the international expansion of its store network with the opening of the third store in Sweden. Following two store openings in Stockholm approximately a year ago, the store premiere in Malmö is taking place today. This means that the Berlin-based company now runs a total of 59 stores in Germany, Austria, and Sweden.

"We have been successful in Sweden for years with our own online shop, our own customer service and our own warehouse, and we will continue to expand our omnichannel offering on the Swedish market in the future. The opening in Malmö is an important step in our international growth strategy. I am very happy that we are now also present in Sweden's third-largest city with our own store," says Mirko Caspar, Co-CEO of Mister Spex SE.

The new store in the Emporia Shopping Center Malmö, one of the largest shopping centres in Scandinavia, offers customers a varied selection of glasses and sunglasses. The assortment in the store follows the structure of the online shop and is divided according to the shape, size and colour of the glasses. In addition to personal type and specialist advice, visitors to the store also receive additional services such as eye tests and glasses fittings. Thanks to the consistent link between the online and offline worlds, customers also benefit from all the online advantages - such as transparent prices including free quality lenses<sup>1</sup>. Customers can also access the entire Mister Spex range virtually in the store, which includes more than 10,000 pairs of glasses and sunglasses from over 100 brands, premium and luxury brands as well as sustainable own brands. This also includes Scandinavian labels such as Chimi, EOE and Vasuma, which Mister Spex offers not only in Sweden but in all international markets.

To become familiar with the digital Mister Spex world, the employees in the stores also help with setting up a central customer account, for example. In this way, Mister Spex enables its customers to decide for themselves where and when they buy their new glasses or sunglasses – in the store, at home or on the go via mobile phone or laptop. To complete the purchase from

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<sup>1</sup> All frames include two anti-reflective, scratch-resistant single vision plastic lenses (refraction index 1.5) no greater than sph. +6.0/-6.0 D; cyl. +2.0/-2.0 D.

the store later, customers can take product cards of their favourite models with them, which contain all the information about the product and a QR code to the webshop.

Mister Spex has been active in Sweden since 2012. Initially, the company was represented with its online offer until it launched the partner optician programme in 2018, which now includes numerous cooperating optical branches in all major metropolitan areas. With a strong Swedish team, its own customer service and warehouses in Sweden and Norway, the omnichannel optician is gradually expanding the Scandinavian market for itself. The first two Swedish stores were opened in Stockholm in April 2021. One store is located on the popular Drottninggatan shopping street. Visitors can find the second store in the Mall of Scandinavia.

### **Address and opening hours of the new Mister Spex Store:**

#### Mister Spex Store Malmö

Hyllie Boulevard 19

215 32 Malmö, Sweden

Mon.-Sun.: 10:00 am till 8:00 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 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 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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#### **Mister Spex SE**

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