

Berlin, 2 November 2022

Mister Spex continues to expand its retail network internationally and opens the first Swiss store in Zurich

- The Mister Spex store in Uraniastrasse opens its doors on 2 November 2022
- Switzerland is the fourth country in which the omnichannel optician is opening its own shops
- Mister Spex now operates a total of 65 stores in Germany, Austria, Sweden and Switzerland

Mister Spex, Europe's leading digitally-driven omnichannel optician, is celebrating the opening of its first store in Zurich's Uraniastrasse. Following successful openings in Germany, Austria and Sweden, Switzerland is the fourth country into which the Berlin-based e-commerce retailer is rolling out its brick-and-mortar presence. After Mister Spex launched its online shop in Switzerland in March 2015 and launched the local partner optician programme in the same year, its own store now offers additional local services.

The omnichannel concept of Mister Spex is now completed by the opening of the first store in Switzerland. At all touchpoints, Mister Spex customers receive exactly the service they need and prefer at the desired time. In the store, visitors will find a selected range of glasses and sunglasses from Mister Spex's own and luxury brands, they can try on the models directly, order them or take information home for later online purchase. At the same time, there is the possibility to access the complete web offer, because the store is seamlessly linked to the web shop and each purchase is processed via a central customer account.

Mirko Caspar, CEO of Mister Spex SE, explains: "Our stores are the perfect complement to our online offering and the services provided by our partner opticians. Because on site, we create further access to our services, offer on-site consultations, eye tests and adjustments - and address an additional audience that perhaps didn't know us yet or still had slight doubts when buying online. We have managed to build up a high brand awareness in Switzerland in seven years and see great potential for further growth. That's why I'm really excited that we're now opening our first store in Zurich in the middle of the city centre and continuing to write our success story."

In total, the Mister Spex retail network now consists of 65 stores. It is planned to open more stores in Germany this year.

Address and opening hours of the new Mister Spex store:

Mister Spex Store Zurich

Uraniastraße 9

8001 Zurich

Mon.- Fri.: 09:00 am till 08:00 pm

Sat.: 09:00 am till 05:00 pm

About Mister Spex:

Founded in 2007, [Mister Spex SE](#) 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 omnichannel optician with more than 5.8 million customers and 10 online shops across Europe, as well as over 60 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 focuses 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 a vast network of partner opticians.

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