

Berlin, 30 November 2022

Mister Spex opens stores in the centres of Mainz and Hamburg

- Mister Spex store opens in Rhineland-Palatinate's biggest city Mainz on 30 November 2022
- On Hamburg's Spitalerstrasse, doors open on 14 December 2022
- The store in Hamburg is the 67th local Mister Spex shop

Europe's leading digitally driven omnichannel optician Mister Spex continues to drive its local expansion and opens new stores in Mainz and Hamburg in the run-up to Christmas. In the state capital of Rhineland-Palatinate, this is the first branch of Mister Spex, while in Hamburg (which is Germany's second biggest city) this would be the 4th store. The new store is located in the central location on Spitalerstrasse in the port city.

Mister Spex started out as a purely online provider of optical products and now relies on its resistant omnichannel concept. It enables all customers to receive exactly the right service and different eyewear models from the own-brand collections as well as from independent and designer labels for direct try-on - and simultaneous access to the comprehensive online range of over 10,000 different products. In addition to advice on the products or the right style, free eye tests and glasses fittings can be carried out in the shops. Thanks to centrally stored customer data, subsequent purchases can easily be made online.

Mirko Caspar, Co-CEO of Mister Spex: "I am excited that our stores in the centres of Mainz and Hamburg will help to bring back the fun of shopping locally - and not just in the run-up to Christmas. We believe in the city centres and that a local shopping experience can offer great added value for many customers. An attractive product selection, great service and an ambience in which visitors feel completely at ease are crucial. The combination of the best local offer with the advantages of an online offer is the key to success for us."

The store on Spitalerstrasse in Hamburg is the 67th Mister Spex shop. In addition to Germany, the omnichannel optician is also present in Austria, Sweden and Switzerland with its omnichannel model.

Addresses and opening hours of the new Mister Spex stores:Mister Spex Store Mainz (starting 30 November 2022)

Am Brand 37

55116 Mainz

Mon.- Sat.: 10:00 am till 07:00 pm

Mister Spex Store Hamburg (starting 14 December 2022)

Spitalerstraße 16

20095 Hamburg

Mon.- Sat.: 10:00 am till 07:00 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 omnichannel 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 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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