

Berlin, 16 December 2022

First Mister Spex flagship store with a dedicated floor for luxury brands and independent labels opens in Cologne's premium location

- With 400 square metres over two floors, the flagship store is the largest shop of the omnichannel optician to date
- The new "Mister Spex BOUTIQUE" with glasses and sunglasses from luxury brands and independent labels awaits customers on the upper floor
- The flagship store is located on Cologne's Schildergasse, one of the most frequently visited shopping streets in Germany, and will attract 10,000 pedestrians per hour in the future

Mister Spex, Europe's leading digitally driven omnichannel optician, is strengthening its stationary presence with the opening of its largest store to date. On two floors and a total of 400 square metres, the Berlin-based company is presenting a new concept in Cologne's city centre: on the ground floor, customers can choose from a comprehensive range of glasses and sunglasses from the company's own brand collections and popular brands, which can currently be found in a total of 68 stationary stores. On the second floor, the flagship store features the first "Mister Spex BOUTIQUE" area, where the sole focus is exclusively on the presentation of luxury brands and independent labels. With around 30 luxury brands and 700 different products, the range on this floor alone is comparable to the size of the total range in other Mister Spex stores. Visitors are attracted from afar by the LED media wall on the outer facade of the flagship store, which is stretched over two floors and features latest campaigns. The highly frequented Schildergasse in the megacity of Cologne, which is one of the most visited shopping streets in Germany, is thus enriched by an attractive shopping location.

Mirko Caspar, Co-CEO of Mister Spex: "I am very proud to set new standards in eyewear shopping with our flagship store and thus lay the foundation for further store openings of this kind. Online, we have already created a home for our luxury and independent brands with our BOUTIQUE. Now, brands such as Linda Farrow, Gucci, Prada and many others have the opportunity to present their collections in an exclusive ambience." In addition to various on-site placements of the glasses and sunglasses, different displays are available to show the latest moving image material. At a bar, customers can be inspired in a relaxed atmosphere and be consulted on the latest trends or what would fit them best. In addition, there is also the possibility of having eye tests and adjustments carried out onsite.

Address and opening hours of the new Mister Spex flagship store:

Mister Spex flagship store Cologne
Schildergasse 55a
50667 Köln
Mon.- Sat.: 10:00 am till 08:00 pm

Concept and design:

In February 2016, Mister Spex opened its first store in the Alexa shopping centre in Berlin. Even then, dan pearlman developed the store concept for the launch of the Mister Spex brand in stationary retail. The Cologne flagship store is now the logical further development of the omnichannel store design, which is based on a sophisticated interlocking of online and offline services. The focus is always on the customer's need for ease and transparency when buying glasses. In the flagship store, too, customers enter a bright, open spatial structure that meets this customer need. The unique presentation of glasses on individual, angled shelves makes trying on glasses "easy". The QR code on the electronic shelf label forms the interface to the corresponding glasses in the Mister Spex online shop.

A new feature in the flagship store is the Trendwall, which presents lifestyle worlds with current trends and highlight glasses and accessories. With the "Virtual Try On" service, customers can also experience the complete online range including a digital try-on.

A special highlight of the flagship store is the staircase leading to the upper floor. Here, over 3,000 pairs of glasses in the colours of the rainbow become a fascinating "Wall of Frames" room installation and form the perfect backdrop for "grammable" moments that can be shared by influencers and customers on social media. At the same time, the multicoloured glasses wall is a reminiscence of cosmopolitan and diverse Cologne and also stands for the open attitude of the Mister Spex company.

On the upper floor, the premium luxury world of Mister Spex awaits customers with selected international top designer luxury eyewear from Saint Laurent, Gucci, Prada, Chloé, Bottega Veneta and Linda Farrow to noble premium eyewear from renowned independent labels such as Vasuma, EOE or ic! Berlin. At the centre of the product presentation is the "Brand Stage", where the brands can present themselves in analogue and digital form. In this way, new inspiring brand and product worlds are constantly created for the customers.

Customer advice also becomes a special experience in the BOUTIQUE. The "Consulting Bar" is the centrepiece. Here, glasses are tried on, measured and fitted in a relaxed atmosphere.

The lounges with furniture by Verner Panton also offer a high quality of stay with a design claim, which is reflected in the colour and material concept. Reflective, metallic surfaces contrast with soft fabrics by Raf Simons and warm oak wood tones. Cool anthracite and modern concrete flooring meet high-quality Corian and super-soft white tones.

Volker Katschinski, responsible Creative Director at dan pearlman, says about the collaboration with Mister Spex: "After more than 50 stores opened nationally and internationally, the Cologne flagship store is a real highlight of the Mister Spex omnichannel story. In particular, the gigantic selection of luxury and independent label eyewear on a separate floor makes this store a beacon for the entire optical industry. This project simply has everything a store designer can only dream of: great brands and products, the latest technologies, real experiences and a sophisticated customer journey with sophisticated design."

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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