

Berlin, 15 February 2023

Mister Spex continues its local expansion and opens a new store in Krefeld

- On 15 February 2023, the doors will open in Krefeld's Hochstraße
- This increases the number of stores to a total of 69

After opening its first flagship store with its own BOUTIQUE floor for luxury and independent brands last December, Mister Spex is continuing its expansion in 2023. With the new store in Krefeld, the omnichannel optician is entering another city where it previously had no shops of its own. The property is located on the Hochstraße shopping mile in the city centre.

The Mister Spex stores are an essential component of the successful omnichannel concept, which enables customers to use their favourite service in the purchasing process at all touchpoints at any time. A curated selection of glasses and sunglasses from the own-brand collections, designer brands and independent labels is available on site. At the same time, the online range of more than 10,000 products can be accessed from the stores. All orders are placed from a central customer account, in which the visual values determined in the stores are also stored for later online or offline purchases. If necessary, staff can assist with account creation and ordering. For free eye tests, it is recommended to make an appointment via misterspex.co.uk. In addition, consultations and adjustments are also often possible directly during a visit.

The new store in Krefeld is the 69th Mister Spex store. In addition to Germany, the omnichannel optician is also represented locally in Austria, Sweden and Switzerland.

Address and opening hours of the new Mister Spex store:

Mister Spex Store Krefeld (starting 15 February 2023)

Hochstr. 73-75

47798 Krefeld

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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Corporate Website: <https://corporate.misterspex.com/en/>