

Berlin, 20 February 2023

## **Mister Spex reaches the next milestone with the opening of its 70th store in Dresden**

Mister Spex, the leading European omnichannel optician, has announced the opening of a new store in Dresden, marking its latest expansion in Germany. The new store, located at the shopping centre "Centrum Galerie", will offer customers the opportunity to experience Mister Spex's innovative and personalized shopping experience firsthand. Visitors have the opportunity to use all the services of a specialist optical shop and try on a wide selection of high-quality glasses and sunglasses from over 100 designer brands and attractive own brands, including exclusive brands only available at Mister Spex.

In addition to the comprehensive product selection, the store will also feature advanced eye testing technology, which will enable customers to receive a precise eye test and prescription in a matter of minutes. The store's opticians will also be available to provide personalized advice and assistance to customers in choosing the perfect glasses to match their personal style and preferences.

"We are excited to open our newest store in Dresden, a vibrant and dynamic city with a rich cultural heritage," said Mirko Caspar, Co-CEO of Mister Spex. "With this new store, we aim to bring our innovative and personalized shopping experience to even more customers in Germany. We believe that combining our cutting-edge technology with our expert opticians' knowledge and advice will help our customers find the perfect pair of glasses to match their individual style."

The new Dresden store is Mister Spex's latest addition to its rapidly expanding network of stores across Europe, which now includes 70 locations. The new store will be open Monday to Saturday from 10:00 a.m. to 7:00 p.m. Customers can also make an appointment for an eye test or consultation with a store optician via the website [misterspex.co.uk](https://misterspex.co.uk).

**Address and opening hours of the new Mister Spex store:****Mister Spex Store Dresden (Centrum Galerie) (starting 20 February 2023)**

Prager Str. 15-17

01069 Dresden

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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**Mister Spex SE**

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