

Berlin, 4 October 2023

Mister Spex launches "EyeD", its first own custom collection of 3D-printed eyewear, enabling perfect fit and wearing comfort

- In-house technology records relevant facial parameters by means of 3D scan
- Outstanding wearing comfort due to the perfect fit and the lightness of the material
- Customers can choose from six different models and seven colours
- The individual glasses are currently available in 37 Mister Spex stores for 249 euros plus the lenses

Mister Spex, Europe's leading digitally driven omnichannel optician, underlines its claim to find the perfect glasses for every face with more ease, style and expertise for its customers. By combining the latest facial scanning technology with high-quality 3D printing, a unique made-to-measure collection is created with outstanding wearing comfort due to the individual fit and the lightness of the material. Using the specially developed facial scanning technology, parameters such as the width of the nose bridge, the width of the glasses or the length of the temples are determined and the exactly fitting glasses are produced accordingly. Customers can currently choose from six different models and seven colours.

The perfect match through a combination of innovative technology and timeless design

When choosing the right glasses, personal style, individual fit and wearing comfort are decisive factors. Mirko Caspar, Co-CEO of Mister Spex, says: "Glasses are the extension of personality. By combining our technology and years of style consulting experience, we create customised favourite pieces with EyeD. The initial feedback from our customers has been fantastic." The personal fit of the glasses is determined via a tablet in the Mister Spex stores. Measuring takes only a few minutes. The designs, which are also created in-house, range from classic to trendy models and are round, square or curved.

Orders can already be placed in 37 stores

Currently, the glasses can already be ordered in 37 Mister Spex stores in Germany and Austria. An overview of all stores that currently offer the EyeD collection can be found online at [this link](#). The glasses are available for 249 euros plus the lenses. After the order has been placed, they are made from high-quality polyamide in a resource-saving process. It takes about three to four weeks until the glasses are ready.

About Mister Spex SE:

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 7.1 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 focusses 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 an extensive network of partner opticians.

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