

Berlin, 1 April 2026

Mister Spex opens a new store in Hamburg-Bergedorf and continues to drive the profitability of its store network

Mister Spex, one of Germany's leading optical retailers, continues the selective expansion of its store network as a key driver of profitable growth and opens a new store in Hamburg-Bergedorf on April 1, 2026. With this new location, Mister Spex increases its store network to 67 locations nationwide, including four in Hamburg.

The Bergedorf store is located in a highly frequented retail area, complements the existing Hamburg network, and strengthens the company's regional presence. The expansion of the store network follows a clearly defined and disciplined approach: It focuses on markets with proven economic performance, strong brand awareness, and established demand for optical services and consultation.

With continued expansion, Mister Spex further strengthens direct and recurring customer interactions. Particularly for consultation-intensive products such as prescription lenses, as well as for services related to eye health, personal interaction is key: it enables higher average order values and builds long-term customer relationships. These relationships are further supported by services such as the Mister Spex Switch subscription model and the Eye Health Check. With Mister Spex Switch, the company has established a flexible eyewear model that combines low monthly payments with additional services, enabling recurring revenue and regular customer engagement. The Eye Health Check reinforces Mister Spex's role in optical care and drives additional footfall.

"With the new store in Hamburg-Bergedorf, we are expanding our network in an economically attractive location and are continuing our disciplined expansion strategy. Across approximately 250 square meters, we are implementing our current store concept and, with a local team of experts, laying the foundations for high-quality, personalized consultation. Our stores are the central hub where we bring our optical expertise to life and build long-term customer relationships," says Heinzpeter Mandl, Executive Vice President Commercial at Mister Spex.

Mister Spex Store Hamburg-Bergedorf

Sachsente 24, 21029 Hamburg

Mon – Sat: 10:00 am to 6:00 pm

About Mister Spex:

Mister Spex is one of Germany's leading optical retailers, distinguished by the seamless integration of its online and offline presence, innovative technologies, a comprehensive product assortment, and excellent customer service. Since its founding in 2007, Mister Spex has evolved from a pure online player into a successful omnichannel optician with more than 8 million customers, five online shops across Europe, and 67 company-owned stores in Germany. Mister Spex employs more than 120 highly qualified opticians who ensure first-class optical services in its stores. As a digital native company, technology and innovation have always been core elements of its development. With advanced technologies ranging from digital 2D-to-3D tools for frame fitting to intelligent browsing functionalities, Mister Spex sets new standards in the optical industry and delivers exceptional added value to its customers. Mister Spex's focus is to turn the purchase of eyewear into a unique shopping experience that is simple, transparent, and enjoyable. This is achieved through the combination of a broad and diverse assortment of high-quality products, extensive optical expertise and consultation provided through customer service, company-owned stores, and an extensive partner network of opticians.

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