

# Hans Anders relocates shop in Ieper New location for Hans Anders

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**Hasselt, 1 July 2021 - A new shop by optical retail chain Hans Anders will open its doors in Ieper on Saturday 10 July. The retailer has moved just 65 metres away, to Boterstraat 11. A larger shop, a bigger collection of frames, and an additional eye testing room all mean the shop team can assist more customers.**

The Hans Anders shop team is very much looking forward to the new location. The new shop has space for an additional eye testing room and 350 extra frames and sunglasses. In this new shop, customers are treated to a varied and up-to-date selection of the latest collections by Hans Anders and international top brands such as Ray-Ban, Longchamp, Tommy Hilfiger, Guess, and Emporio Armani.

### **More space and more choice**

Store manager Sylvie Callewaert: 'We opened our shop at the Neermarkt in Ieper 16 years ago. We have now grown so much that the shop is too small. Our shop is much-loved throughout the region. For a new pair of glasses, or a hearing aid. These new premises will enable us to offer our customers even more space and a bigger selection, to prove we will continue to focus on quality and service. We hope that people feel invited to come and take a look in our beautiful shop with our great range of new eyewear. We will be ready to pamper them! Our opening promotion is a great incentive. From 10 July until 31 July, we are offering 50% off any complete eyewear.'

### **New location for Hans Anders**

Hans Anders is thrilled with the new location. Barry Oosting, Country Retail Manager, explains why this choice was made: 'People have come to us from the immediate area as well as from Vleteren and Poperinge for many years. It is great there's a new location opportunity once you outgrow the current one. These new premises with almost three times the space give us the chance to provide our service to more customers at the same time. In this spot, we are surrounded by great retail chains such as Ici Paris XL, Hema and Kruidvat - making us very happy the shop is now at the Boterstraat!'



Opening times Hans Anders Boterstraat 11, Ieper is open on:

Monday: 09.00 – 18.00

Tuesday: 09.00 – 18.00

Wednesday: 09.00 – 18.00

Thursday: 09.00 – 18.00

Friday: 09.00 – 18.00

Saturday: 09.00 – 18.00

Sunday: closed

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## ABOUT HANS ANDERS

**Hans Anders** is de één van de bekendste optische retailers en volume-marktleider in Nederland en België. De keten maakt **oog- en hoorzorg** van goede kwaliteit betaalbaar voor iedereen. De keten is opgericht in 1982 en is een toonaangevende, **value-for-money** retailer met meer dan 400 winkels in Nederland en België.

40 jaar geleden transformeerde Hans Anders de optieksector in Nederland door het radicaal anders te doen en kwaliteitsbrillen voor verbazend lage prijzen te introduceren. Het bedrijf veroorzaakte daarmee een revolutie in de brillenmarkt. Tegenwoordig biedt Hans Anders een scala aan private label en merkbrillen, hoortoestellen, contactlenzen en zonnebrillen van hoge kwaliteit en vakkundige oog- en hoorzorg; nog altijd tegen de beste prijzen in de markt.

Maar liefst één op de drie brillen in Nederland en België is gekocht bij Hans Anders. Het bedrijf was én is toonaangevend in propositie ontwikkeling: het aanbieden van hoortoestellen naast brillen en lenzen, het unieke Bril Totaal Plan, de eerste brillen webshop. Anno 2021 is Hans Anders koploper in digitalisering en omnichannel-retail. Zo houdt Hans Anders zijn disruptieve heritage met méér dan 400 winkels in Nederland en België springlevend.

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 **HANS ANDERS**

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