

## Optical retail chain Hans Anders opens new shop in Diepenbeek

**Hasselt (BE), 11 December 2020 – optical retail chain Hans Anders opens the doors to a new shop at Wijkstraat 43 in Diepenbeek. Even in coronavirus times, the retailer strives for quality eyewear at an honest price. From Wednesday 23 December, customers are welcomed in a spacious shop with a contemporary interior, and invited to browse for their frames, glasses and contact lenses.**

The new shop offers plenty of space for Hans Anders to present a wide selection of frames from their own collection at the well-known low prices, as well as branded frames at competitive prices. Customers can choose from the latest collections by international top brands such as Nike, Tommy Hilfiger, Ray-Ban®, Vogue, Ted Baker and Calvin Klein Jeans.



*Festive opening of Hans Anders shop in Diepenbeek*

**Responsible shopping**

Branch manager Dorien Stoelen: ‘During coronavirus times, we feel it is important that we welcome customers in a responsible manner. We follow a strict work protocol and take the strictest hygiene measures to ensure that everyone can come here and shop safely. What’s more, we also ask our customers to make an appointment on [hansanders.be/diepenbeek](https://hansanders.be/diepenbeek) if possible.’

## **Shop team**

The shop team consists of professional opticians and sales assistants. This means customers can rely on expert advice for optimal vision. The shop team is very happy with the new shop: ‘Our new shop is in a central location, and easily accessible for all. What’s more, there is ample parking just outside for our customers. Our shop has an inviting and accessible look, and it has the very latest equipment and collections. This means we can offer our customers both the best deals and promotions, and plenty of inspiration and expert guidance.’

There will be a festive opening of the new Hans Anders shop with our popular ‘Free Glasses’ offer. To ensure that many customers can take advantage of the offer without the shop becoming too crowded, this promotion will run until 16 January 2021.

## **Opening hours**

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### **ABOUT HANS ANDERS**

#### **Distinguishing in optics and hearing care, leading in retail**

##### **Hans Anders Retail Group**

The Hans Anders Retail Group has been one of the fastest-growing concerns in optics and hearing care in Europe for some time. The retail platform features three retail brands – **Hans Anders**, **eyes + more** and **Direkt Optik** - and aspires to become a market leader in the value-for-money segment in the European markets operated by the group, in a socially responsible way.

##### *Value-for-money*

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. The Hans Anders Retail Group responds with smart retail entrepreneurship; continued value increase for the best pricing in the market at all times. The mission of the group is to make good

sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

The Hans Anders Retail Group was acquired by British investor 3i in January 2017. In 2019, eyes + more was added to the group.

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Hans Anders