

Cycling and sports influencers test innovative sports glasses from Hans Anders and Team DSM

Gorinchem, 14 april 2022 - On Friday 8 April, 18 cycling influencers were given an exclusive sneak preview of the new and innovative DRIIVE racing glasses, developed by Team DSM and Hans Anders. This preview was part of the closed influencers event ‘Be a PRO for a day’ at the Keep Challenging Center and Tom Dumoulin track in Sittard. The critical vloggers and bloggers were challenged to test the latest sports glasses to be launched on the market in various practical situations as part of a clinic led by Team DSM trainer Roy Curvers and sprint star Lorena Wiebes. ‘These are really great sports glasses’ was the overriding feedback.



A glimpse behind the scenes of a World Tour cycling team

The influencers met experts from Team DSM at this unique event. They had their bikes checked by professional mechanics and experienced what it's like to prepare for a professional race with proper sports nutrition. To top things off, they were also given a masterclass on the importance of good vision and eye protection with an explanation of how this led to Hans Anders and Team DSM developing the DRIIVE range of sports eyewear. All the influencers picked out a pair of DRIIVE PRO sports glasses before starting training at the Tom Dumoulin Bike Park with top sprinter Lorena Wiebes.

Glasses tested under all conditions

The influencers took their assignment to properly try out the new sports glasses extremely seriously. In sun and rain. On the flat, in the hills, and on cobbles. With both endurance and sprint training exercises. They were challenged to the extreme, and were tired but satisfied when they came off the track over an hour and a half later. The fact that no one was able to beat Wiebes in a sprint didn't spoil their fun.

They all rated the glasses very highly. They are light and very comfortable to wear with lenses that adapt quickly to changing conditions. 'Really great glasses,' according to the influencers. The athletes who normally wear glasses were particularly impressed. 'My eyes often become dry quite quickly when I'm riding, so I'm used to not seeing so well after a little while, which can make things a bit tricky if I'm trying to read the route, for example, or riding on a surface that I need to keep a close eye on. The sports glasses with clip-in prescription lenses open up a whole new world for me. I'm going to have a lot of fun with them.'

PRO and HYBRID

Team DSM and Hans Anders organised this special influencers' event to coincide with the launch of the innovative DRIIVE sports eyewear. Rian van Koullil, Director Corporate Communications for the Hans Anders Retail Group, explains: 'We've worked together to focus on developing these really innovative sports glasses over the past year. The professional riders from Team DSM have been wearing them for a couple of months already, and now it's time to make them available in our shops at an affordable price to all active outdoor enthusiasts. So it was really great to give this group of fanatical but also critical sports enthusiasts the first opportunity to try them out, and literally see the new vision experience for themselves in practice, together with Team DSM. It was a brilliant day for everyone – the fun and energy were overwhelming.'

The PRO (from €149) and HYBRID (€79) DRIIVE sports glasses are available in all Hans Anders and eyes + more stores now.

https://www.instagram.com/p/Ccldwr3Me_C/

<https://www.instagram.com/p/Cclc2VtMurO/>

<https://www.instagram.com/p/CcSCPpyWM3qZ/>

<https://www.instagram.com/p/CcR3UIWsJyo/>

https://www.instagram.com/p/CcGPB_UM81y/

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ABOUT HANS ANDERS

Hans Anders Retail Group

The Hans Anders Retail Group is one of the fastest-growing value-for-money concerns in optics and hearing care in Europe for some time, with 705 stores in the Netherlands, Belgium, Germany, Austria and Sweden. The group features three retail brands – Hans Anders, eyes + more and Direkt Optik.

Hans Anders is one of the most well-known retailers and volume-based market leader with 403 stores in the Netherlands and Belgium. Hans Anders makes high-quality eye and hearing care affordable to all.

eyes + more, part of the Hans Anders Retail Group since 2018, currently has 266 stores in Germany, Austria, the Netherlands and Belgium and is among the fastest growing companies in the eyewear industry. The eyewear chain, with complete prices for fashion eyewear, was founded in 2005 in the Netherlands.

Direkt Optik is represented by 36 stores across Sweden. The optician chain is appreciated for its service, knowledge and unique offers.

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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