

New Hans Anders store in Horst

Gorinchem, 5 juli 2022 – Horst welcomes a new store. Optics chain Hans Anders will open a store in the small but very cozy center of Horst aan de Maas on Thursday, July 7. The new store is located at the Kerkstraat 5 and is open six days a week. With a wide range of (brand) frames and the latest interior, the store team is looking forward to help even more residents with a nice, affordable glasses, sunglasses or contact lenses.



Large assortment

The new store has a generous floor space and offers a wide range of frames. Models from the trusted Hans Anders collection and top brands such as Ray-Ban®, Tommy Hilfiger, Lacoste and Vogue. There is also space for the DRIIVE collection of innovative sports eyewear, developed by Hans Anders in collaboration with World Tour cycling team DSM. The building is decorated according to the latest store concept of the optical chain; with a modern and fresh, but also cozy interior.

Better reachability for customers in Horst and surroundings

Hans Anders is doing well. Against all trends, the optical retail chain is growing and the number of stores is gradually being expanded. Christel Wesdorp, Retail Manager Netherlands: "We have more than 400 stores in the Netherlands and Belgium. This means we have a full presence in both countries, and in some large cities we even have several stores. Yet we see opportunities in certain regions to be much closer to our customers. This new store in Horst is a good example. In addition to optics, we also intend to strengthen the store team in the near future with a qualified audiologist so that we can also offer hearing care." Residents could until recently visit the branches in Deurne, Venray or Venlo for new glasses or lenses.

Opening with festive promotion

The store will be officially opened on Thursday, July 7, with a festive promotion: 50% off on all complete glasses and three glasses for the price of 1. The promotion ends on Sunday, July 31. Hans Anders recommends to make an appointment for an eye measurement in advance at hansanders.nl.

ABOUT HANS ANDERS

Nexeye

Nexeye is een platform van retailbedrijven dat op dit moment bestaat uit drie value-for-money optiekmerken die actief zijn in vijf Europese landen.

Hans Anders werd 40 jaar geleden opgericht en is met 407 winkels actief in Nederland en België met oog- en hoorzorg. In 2021 won de keten dankzij een succesvolle omnichannelstrategie de 'Shopping Award'.

eyes + more is met 280 vestigingen actief in Duitsland, Oostenrijk, Nederland en België, richt zich op betaalbare, modische oogzorg en is de snelst groeiende optiekketen in Europa.

Direkt Optik heeft 37 winkels in Zweden.

In totaal werken bij nexeye en labels meer dan 4000 medewerkers (headcount). De Britse **investeerder 3i** is eigenaar van nexeye.

Hans Anders