

New store for Hans Anders in Wuustwezel

Gorinchem, 28 September 2022 – Wuustwezel has gained a new store. Optical retail chain Hans Anders will open a store in the center of Wuustwezel on Wednesday, September 28th. The new store can be found at Bredabaan 439 and is open six days a week. With parking in front of the door, a wide range of (brand-name) frames, and state-of-the-art interiors, the shop team looks forward to helping the residents of Wuustwezel and the neighboring areas with beautiful, affordable glasses, sunglasses, or contact lenses.



Large assortment

The new store has a generous floor space of approximately 94 m² and presents almost 1,000 frames; models from the trusted Hans Anders collection and the latest collections of top brands such as Ray-Ban, Tommy Hilfiger, Lacoste and Vogue. Visitors will also find the innovative 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 optical chains latest shop concept; with a modern and fresh, but also cosy interior.

Better accessibility for customers in Wuustwezel and surrounding areas

Hans Anders is doing well. Against all trends, the optical retail chain is growing and the number of stores is gradually being expanded. Barry Oosting, Retail Manager Belgium: "In recent years, we have gradually grown in Belgium and now have as many as 142 shops. This is how we have ensured that we really are easily accessible to our customers in every region. This store is a good example of that. Of course, residents could previously go to Kalmthout or Hoogstraten, but we saw that there was room for a nice store in Wuustwezel. I am proud that we can now also open this store and good luck to the enthusiastic team of expert colleagues."

Opening with festive special offer

The store will be officially opened on Wednesday, September 28th with a festive promotion: free lenses with the purchase of a frame. The promotion will run until Saturday, 15th October. Hans Anders recommends making an appointment in advance for an eye measurement via hansanders.be.

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 optieketen 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.

 pr.co

 **HANS ANDERS**

Hans Anders