EYES + MORE CELEBRATES 350TH EUROPEAN STORE OPENING AND ANNOUNCES GROWTH PLANS IN 2027

Optical retail brand plans more than 75 new stores in 2027, with Poland set to become its sixth European market

12 November 2026 – eyes + more has reached a milestone in its European expansion with the opening of its 350th store in Waidhofen, Austria. With further expansion planned across its existing markets and entry into Poland, eyes + more expects to add more than 75 new stores to its network in 2027.

Strong store growth across European markets

This year, eyes + more delivered on its growth plans by opening 75 new stores across Europe. In 2027, the brand plans to maintain this pace, with another 75 store openings expected. Germany, where eyes + more is already the third-largest optical retailer, will remain the main market for new openings, alongside continued expansion in Austria and Sweden. Poland will become the next market, with the first stores scheduled to open in spring 2027.

The continued expansion builds on eyes + more’s retail proposition of fashionable, high-quality eyewear, professional eye care and transparent, all-inclusive pricing.

"We are proud of the progress eyes + more is making across Europe. Reaching 350 stores is a milestone and a reflection of the strength of our retail concept and the commitment of our teams. The positive response from customers across our markets gives us confidence to continue investing in our growth. In 2027, we plan to open more than 75 new stores, both by strengthening our presence in existing markets and by entering Poland – out sixth market. It is the next step towards our ambition of 1,000 eyes + more stores across Europe,"

Bart van den Nieuwenhof, CEO of nexeye (parent company eyes + more)



Opening eyes + more store Waidhofen

25th store in Austria

The 350th eyes + more store, located at Thayapark in Waidhofen, is also the brand's 25th location in Austria. After doubling its Austrian store network over the past year, eyes + more is now building towards a nationwide presence. From its established position in Vienna and eastern Austria, the brand has expanded further west, with recent openings in Innsbruck, Bregenz, Liezen and Wörgl.

“Austria has developed into an important market for eyes + more. With our 25th store, we are not only adding another location, but gradually building a broader national footprint.

Waidhofen is another step in bringing eyes + more closer to customers across the country," says Luzia Ludwig, Head of Expansion.

About eyes + more:

eyes + more is a European optical retail brand and part of nexeye, one of Europe's leading optical retail groups. Founded in 2005, eyes + more operates in Germany, Austria, Belgium, the Netherlands and Sweden. The brand combines fashionable eyewear collections, professional eye care and transparent, all-inclusive fixed prices, making high-quality eyewear accessible to a broad audience.









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