# EMILIA DE PORET NEW BRAND AMBASSADOR OF EYES + MORE IN SWEDEN

**Swedish fashion profile and entrepreneur Emilia de Poret is the new brand ambassador for eyes + more in Sweden. This collaboration marks the next step for the European optical brand as it continues its expansion and strengthens its presence in the Swedish market.**




*Emilia de Poret, the new brand ambassador for eyes + more in Sweden, photographed exclusively for the brand's launch campaign.*

Since entering the Swedish market at the beginning of 2026, eyes + more has rapidly built a retail presence across the country. As the brand moves into its next phase of growth, the focus is increasingly on building a distinctive and recognisable brand alongside its expanding store network.

With regularly refreshed collections of contemporary frames, high-quality lenses and transparent all-inclusive pricing, eyes + more brings its brand promise “Excellent glasses. Surprisingly affordable.” to the Swedish market. The proposition combines quality, fashion and accessible pricing, while encouraging customers to see glasses not only as something they need, but as part of their personal style.

With Emilia de Poret, eyes + more is linking that proposition to a well-known Swedish voice in fashion and personal style.

**" After opening 18 stores in Sweden, our focus is now on making eyes + more just as recognisable as a brand. Our promise is simple: Excellent glasses. Surprisingly affordable. Emilia can help us bring that promise to life in a way that feels relevant and distinctly Swedish. She brings a strong sense of fashion and personal style and is a natural fit for the brand we want to build here. "**

Nina Wyholt Gradin, Head of Expansion eyes + more Sweden

**Bringing fashion and personal style to life**

As brand ambassador, Emilia de Poret will feature across eyes + more’s marketing communications in Sweden, including stores, the website and social media. With her background in fashion and strong connection to personal style, she will help demonstrate how eyewear can become a natural part of an individual look.

**"As eyes + more continues to grow its presence in Sweden, I’m excited to be part of the brand’s journey and help bring its vision of eyewear as an expression of personal style to life. With its growing presence on Swedish high streets, eyes + more makes it easier for more people to explore eyewear that reflects who they are, combining fashion, quality and accessibility. I look forward to inspiring people to make glasses a natural part of their individual style."**

Emilia de Poret
















**About eyes + more**

eyes + more is a European optical retailer offering contemporary eyewear, high-quality lenses and transparent all-inclusive pricing. The brand combines accessible pricing with a fashion-

led approach to eyewear, encouraging customers to see glasses as part of their personal style.

Since entering Sweden in early 2026, eyes + more has opened 18 stores, with locations in Stockholm, Gothenburg, Malmö and other Swedish cities. Further expansion is planned across Sweden. eyes + more is part of nexeye, the European optical retail platform that also includes Direkt Optik in Sweden.

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