

OPTICAL RETAILER EYES + MORE OPENS ITS FIRST THREE STORES IN STOCKHOLM IN THREE WEEKS

Fashion eyewear at transparent, all including price

Stockholm, 25 June 2026 - The European optical retailer eyes + more continues its expansion in Sweden and will open three new stores in Stockholm over a two-week period. The establishments in Västermalmsgallerian, Farsta Centrum, and Haninge Centrum mark the brand entry into Sweden's largest consumer market. The initiative is part of the brands long-term growth strategy for Sweden, where the ambition is to open a significant number of new stores in the coming years.

"Stockholm is an important milestone in our Swedish expansion. We see strong demand for our distinctive retail concept and look forward to establishing ourselves in Sweden's largest market"

Nina Wyholt Gradin, Head of Expansion eyes+more Zweden



Three new store openings in Stockholm

- 25 June – Västermalmsgallerian
- 2 July – Farsta Centrum
- 9 July – Haninge Centrum

The new stores become eyes + more's eleventh, twelfth, and thirteenth locations in Sweden. Following earlier establishments in Malmö and Gothenburg, the company is now strengthening its presence in Stockholm, which represents the country's largest market for both optics and retail.

Challenging the traditional optical market

Founded in the Netherlands in 2005, eyes + more today operates more than 325 stores across Europe. The company has grown through a business model based on transparent pricing and an all-inclusive offer where frames, eye tests, quality, and coatings are included. The optical brand states that this model responds to increasing demand for transparency and simpler pricing within the optical industry.

eyes + more is the first optical chain in Europe to offer lenses with a refractive index of 1.6 as standard at no additional cost. In doing so, the company challenges a long-standing industry practice where customers typically pay extra for thinner lenses, while simultaneously setting a new standard within the industry.



Sweden as a priority growth market

eyes + more established its presence in Malmö in 2022 and has since early 2026 steadily expanded across Sweden through several new store openings. The launch in Stockholm marks the next phase of the company's expansion in the Swedish market. Sweden is considered a strategically important market in the company's Nordic growth plan, with further store openings expected in the coming years. Nina Wyholt Gradin leads the rollout of eyes + more's Swedish expansion strategy, focusing on securing attractive retail locations and building strong local teams to ensure long-term profitability for each new store. She has extensive experience in retail expansion and network development from senior positions at, among others, Kronans Apotek, Apoteksgruppen, and Synoptik.

Graaf Ledin PR appointed communications partner

As part of its continued expansion, eyes + more has appointed Graaf Ledin PR agency as its communications partner in Sweden. The collaboration includes strategic communications,

media relations, and brand-building activities. – eyes + more has built a strong concept and a clear position in the European market. We look forward to supporting the company's continued establishment and growth in Sweden, says Josefin Graaf Nordlander, Co-founder of Graaf Ledin PR agency.

Press contact

For further information, interviews, images, or product requests:

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About Nexeye

nexeye is an international optical retail group focused on providing accessible, high-quality eye and hearing care at affordable prices. With a strong portfolio of brands, nexeye serves millions of customers across Europe. The group combines scale and entrepreneurship with craftsmanship, innovation and a strong customer focus.

nexeye has a clear growth strategy and is strongly focused on international expansion in the coming years. Through autonomous growth and the continued rollout of its retail concepts, the group aims to grow to **1,000 stores across Europe**.

The brands of nexeye

Hans Anders was founded in 1982 and is the volume market leader in the Netherlands. The brand is known for its strong value-for-money proposition in eyewear, contact lenses and hearing solutions, and operates 394 stores in the Netherlands and Belgium.

The international expansion of nexeye is primarily driven by **eyes + more**. This retail concept differentiates itself through a strong, fashion-forward assortment, transparent fixed pricing and an accessible in-store experience. eyes + more makes eye care simple, stylish and affordable, appealing to a broad and international customer base. The chain currently operates more than 300 stores across Germany, the Netherlands, Belgium and Austria and continues to grow rapidly.

In Sweden, nexeye is also active with the optical retail chain **Direkt Optik**, which operates 33 stores.

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