

SYLVIE MEIS DEBUTS FIRST EYEWEAR COLLECTION AT NEW EYES + MORE METROPOLITAN STORE IN COLOGNE

The largest eyes + more store in Europe – fashionable eyewear at one transparent, all-inclusive price

Cologne, 17 June 2026 – International TV personality and style icon Sylvie Meis has presented her first eyewear collection for eyes + more. The collection was unveiled to media and influencers during an exclusive launch event on Tuesday, 16 June, held at the official opening of the brand's new metropolitan store on Cologne's Schildergasse. The event marked the official debut of the collection, with the new metropolitan retail concept providing a fitting stage for this milestone.





Impressions from the launch event on 16 June

An eyewear collection designed to express personality

Co-developed with the eyes + more design team, the collection from Sylvie Meis is now available in all eyes + more stores. Its 25 optical frames and 26 sunglasses are built around statement shapes – pilot, cat-eye and oval – with one optical frame featuring a sun clip-on on a chain.

"To me, glasses are more than just an accessory – they are an expression of personality, mood, and style. With this eyewear collection for eyes + more, I wanted to create frames that reflect the many facets of our personality: sometimes elegant, sometimes bold, sometimes playful."

Sylvie Meis, brand ambassador for eyes + more



A new metropolitan shopping experience in Cologne

Across 240 square metres and two floors, the store on Cologne's Schildergasse offers customers a new dimension of choice, with more than 1,700 frames and four dedicated sunglasses walls. A lounge area on the upper floor serves as a space for community, hospitality and inspiration. It is also the first store to display all 38 lens variants visibly, turning a technical detail into a discoverable category. Behind the store concept lies a simple principle: a transparent, all-inclusive price with no hidden costs delivering the same high-quality standards customers expect, at an unbeatable low price.

Redefining value in optical retail

"Glasses have long been more than a medical device, they are a fashion statement. And we believe customers should never have to choose between quality and price. At eyes + more, high-quality eyewear isn't an upgrade, it's the standard. That is exactly what we bring to life here in Cologne. "

Bart van den Nieuwenhof, CEO nexeye / eyes + more





About eyes + more

eyes + more is the fastest-growing optical retail chain in Germany, offering high-quality eyewear at a transparent, all-inclusive fixed price. With more than 320 stores worldwide, the brand combines fashionable eyewear with excellent service. Nexeye is a retail group with a clear growth strategy and a strong focus on international expansion across Europe. Through both organic growth and the continued rollout of its retail concepts, the group is working towards its ambition of reaching 1,000 stores.

Sylvie's Collection by eyes + more

news.nexeye.com

Metropolitan Store eyes + more Cologne

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Event Launch Sylvie's Collection & Opening Metropolitan Store Cologne

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