

# Hans Anders opens second shop in Bruges

**Hasselt, 24 December 2021 – On Thursday 6 January, Hans Anders will open its second shop in Bruges. The new shop is located at Maalsesteenweg 145 right next to the road. Residents of Bruges and the surrounding area can visit the shop for superb glasses, sunglasses, and contact lenses at – the by now familiar – favourable prices.**

Hans Anders is conquering Belgium rapidly. Each year, this well-known optician chain, active in the market segment of affordable quality eyewear, opens additional shops in Flanders and Wallonia. Hans Anders also sees opportunities in Bruges for expansion says Barry Oosting, Country Retail Manager: 'We've been happily established in Bruges' city centre for a long time now and have been actively looking for an additional location in the city suburbs. We have found an attractive spot on the Maalsesteenweg. According to Oosting, the shop is hard to miss with its terrific location right next to the road and a striking façade. He adds: 'We're also happy that the shop is easily accessible and there are plenty of free parking spots. We know that many of our customers appreciate this very much.'

Store manager Celine de Roo and her team will assist visitors with free expert eye measurements and in-depth vision and styling advice. In the new shop, Hans Anders will offer a complete assortment of top brands and their own brands. Hans Anders also plans to expand the services in the shop with an audiologist in the near future so it can assist visitors with hearing care and affordable hearing aids.

The shop will be officially opened on Thursday, 6 January, with a celebratory promotion: 50% off on all complete glasses. To avoid large crowds, Hans Anders recommends you make an appointment via [hansanders.be/appointment](https://hansanders.be/appointment). The opening promotion will run until 29 January. The shop is open Tuesday to Saturday from 10 am to 6 pm.

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## ABOUT HANS ANDERS

The Hans Anders Retail Group is one of the fastest-growing value-for-money concerns in optics and hearing care in Europe for some time, with more than 700 stores in the Netherlands, Belgium, Germany, Austria and Sweden. The group features three retail brands – Hans Anders, eyes + more and Direkt Optik.

**Hans Anders** is one of the most well-known retailers and volume-based market leader in the Netherlands and Belgium and makes high-quality eye and hearing care affordable to all.

**eyes + more**, part of the Hans Anders Retail Group since 2018, currently has more than 240 stores in Germany, Austria, the Netherlands and Belgium and is among the fastest growing companies in the eyewear industry. The eyewear chain, with complete prices for fashion eyewear, was founded in 2005 in the Netherlands.

**Direkt Optik** is represented by around 30 stores across Sweden. The optician chain is appreciated for its service, knowledge and unique offers.

### *Value-for-money*

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. The Hans Anders Retail Group responds with smart retail entrepreneurship; continued value increase for the best pricing in the market at all times. The mission of the group is to make good sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

The Hans Anders Retail Group was acquired by British investor 3i in January 2017. In 2019, eyes + more was added to the group.



Hans Anders