

## FOR IMMEDIATE RELEASE:

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## Popular eyewear retailer, Warby Parker, launches Virginia store

### TYSONS CORNER, Va., Nov. 19, 2016 –

Warby Parker opened its third store today at Tysons Corner Mall, the largest shopping mall in Virginia. The company has two other stores in the DC area.

The company started as a strictly online vendor, sending five pairs of glasses for customers to try on in their own homes free of charge. Now, Warby Parker has expanded to 40 retail locations nationwide. Founded in 2010, Warby Parker continues to stand by its mission of donating a pair of glasses for every pair bought to the non-profit organization [VisionSpring](#).

The design of the Tysons Corner location is similar to the other District of Columbia stores with terrazzo floors and a library feel. The theme is carried out with the sale of Warby Parker's original book, "50 Ways to Lose your Glasses" along with a reference desk for customers to place glasses orders or make optician appointments.

Although similar in appearance to other locations, Warby Parker debuted a signature frame for the Tysons store called "[Topper 16](#)." The style is a crystal frame with a blue flash mirrored lens and narrow fit, which Warby Parker describes as "rounded at the browline and squared off at the bottom."



Photo by Neeka Eghbali

The arrival of Warby Parker in Tysons Corner Mall attracted hundreds of shoppers. The store is situated between Coach, Inc. and M.A.C. Cosmetics.

# WARBY PARKER

eyewear

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In celebration of the opening, Warby Parker designed a custom Snapchat filter for customers to enjoy and consequently promote through their friends. The filter will be available throughout the first week of the store's opening.

"I absolutely love the filter, and I think it's a pretty genius concept, too. I know people my age are consumed by Snapchat, and Warby Parker is doing a good job of keeping up with us," said Emily Hines, communication student at the University of Delaware.

As Warby Parker continues to expand into new states, customers are finding that they are able to rely less on the company's former method of online transactions and more on in-person communication.

"When I found out Warby Parker was opening a store in Tysons, I got so excited. I live right next to the mall and I also wear glasses, so I know where I'll be getting my next pair," said Julia Isacson, international studies student at Dickinson College.

Learn more about buying a pair of Warby Parker glasses [here](#).

*An eyewear company headquartered in New York City that designs all of its products in-house, Warby Parker provides high-quality glasses to its consumers at revolutionary prices. The company continues its mission to donate a pair of glasses to its non-profit partner, VisionSpring, for every pair bought since 2010. Warby Parker seeks to maintain its retro yet innovative identity in the marketplace.*

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