

WARBY PARKER

# NICE *to* SEE YOU!

We couldn't be more excited to show you what Warby Parker has in store. When you walk through our doors, you'll discover our full collection of frames neatly organized on open shelves, alongside full-length mirrors, comfortable seating, and some of our favorite books. Modern and cozy at once, it's the perfect setting for contemplating all your optical options.

When we opened our inaugural store in 2013, we built the space with grand civic buildings in mind: train stations, museums, and libraries among them. We've always come back to that same granule of inspiration, paying tribute to the classic details of such institutions (think brass lighting, marble details, terrazzo floors). And just like in a library, every location is equipped with a Reference Desk; there you can consult with any of our super friendly team members for styling advice, pick up your order, have your frames adjusted, and more. Plus, we celebrate every new Warby Parker store with artwork unique to each space and community, often collaborating with artists who have a personal connection to the city or town where we're opening.

Of course, much has changed for retail amidst COVID-19, and our first priority is the safety of our customers, employees, and community. To us, that means opening stores that meet customers closer to where they live and creating a one-stop opportunity for all of their optical needs. What hasn't changed is our belief in affordable vision care for all and our commitment to doing good with every pair we sell (more on that below!).

When you stop by for a new pair, prescription, or contacts, we're doing everything we can to make sure our team, our customers, and the community are safe and supported. If you ever have any questions, our friendly team is always here to help.



# Exceptional Vision Care

## WE'VE GOT YOUR LENSES

Whether you're shopping for eyeglasses or sunglasses, we've got a range of lens types, from light-responsive to blue-light-filtering to progressives. We're now offering light-responsive lenses in three colors (grey, brown, and green), as well as non-polarized prescription sun lenses. If you have little ones that need glasses, bring them along! Our collection for kids is only available in store.

Also cool? Our progressives start at \$295 (i.e., way below the standard cost of progressives). These digital freeform lenses offer the widest possible field of vision compared to traditional progressives models. The cost of our progressives—and all of our prescription eyeglasses—also includes a scratch-resistant treatment, anti-reflective and superhydrophobic coatings, and UV protection. [Learn more](#) about our lenses.



## CONTACTS FOR GLASSES PEOPLE

When your glasses need backup, turn to our comfortable, breathable, and affordable daily contact lens brand, **Scout by Warby Parker**. Scout is made from a super-moist material and comes in a space-saving flat pack that's easier to transport than a traditional contact pack—and less wasteful. A three-month supply of Scout costs \$110 (that's less than \$1.25 a day!). If you're searching for other options, we've got dozens of top contacts brands, including Acuvue, Biofinity, and DAILIES. Whichever brand you wear, you can get 15% off your first order of contact lenses at Warby Parker—nab a year's supply to maximize your savings. [Learn more](#).



## USE YOUR INSURANCE BENEFITS

If you have vision insurance, an FSA, or an HSA, chances are you can use it toward eyeglasses, prescription sunglasses, contact lenses, eye exams, and even select accessories. [Get the details](#).



## NEED A NEW PRESCRIPTION?

Many Warby Parker locations offer comprehensive eye exams (and prescriptions for glasses and contacts). Head to [our website](#) to book an appointment. Remember, you can pick out glasses, sunglasses, or contacts during the same visit as your eye exam—no need for multiple stops! Or, if you're eligible, you can renew your eyeglasses prescription at home using our [Virtual Vision Test app](#). (All you need is an iPhone 6s or above.)



### TREAT YOUR EYES FROM HOME

Our full collection of eyewear and contacts are available to shop online or with the **Warby Parker app**. You can see yourself in your favorite frames through our **Home Try-On** program (take a quiz to find five frames to try), as well as our **Virtual Try-On** tool in the Warby Parker app (try on glasses wherever, whenever with an iPhone X and above).

Need some help finding your fit? Since many of our bestselling styles are now offered in multiple widths, we offer a tool in our app that helps you select your best width from available sizes. Try it out with an iPhone X and above.

### SAY GOODBYE TO FOGGY LENSES

Our all-in-one Clean My Lenses Kit includes anti-fog lens spray, a microfiber cloth, and a carrying pouch—everything you need for spotless specs, available for \$15.



# A bit of background

Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style.

We're constantly asking ourselves how we can do more and make a greater impact—and that starts by reimagining everything that a company and industry can be. We want to demonstrate that a business can scale, be profitable, and do good in the world—without charging a premium for it. And we've learned that it takes creativity, empathy, and innovation to achieve that goal.

Since the day we launched in 2010, we've pioneered ideas, designed products, and developed technologies that help people see. We offer everything you need for happier eyes at a price that leaves you with money in your pocket, from designer-quality glasses and contacts to eye exams and vision tests, and you can meet us online, at our stores, or even in your home. Wherever and whenever you need it, we're there to make exceptional vision care simple and accessible. (Delightful, too.)

Ultimately, we believe in vision for all. From the very beginning, for every pair of Warby Parker glasses purchased, a pair has been distributed to someone in need through our **Buy a Pair, Give a Pair program**. To date, over eight million pairs have been distributed. Learn more in our **[2020 Impact Report](#)**.



**Questions? Here's how to reach us.**

Email: [press@warbyparker.com](mailto:press@warbyparker.com)

Social: [@warbyparker](https://www.instagram.com/warbyparker)