

OPSM eye hub: Step into the future of retail

The eyes of the world are on Melbourne as international eyewear retailer Luxottica opens its revolutionary new concept store in Australia's fashion capital. The opening of the first OPSM eye hub store marks the debut of a retail outlet where every customer dictates and personalizes his or her own shopping experience.

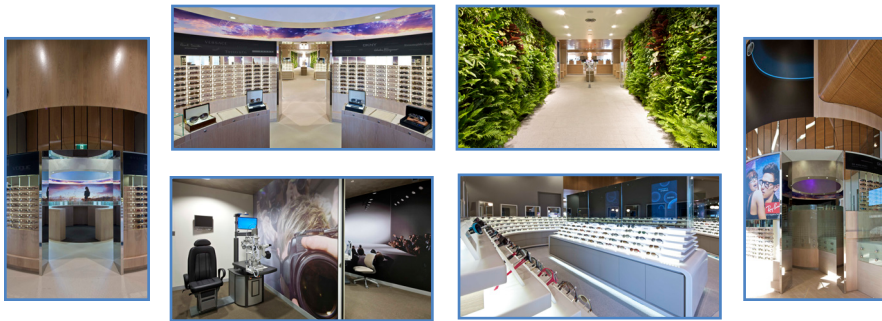
Designed by international award-winning architects E2, also the designers of London's landmark Millennium Dome, the revolutionary store concept has been designed to place the customer at the center of the store experience.

With a simulator room for testing glasses and sunglasses for glare and wind resistance, a product vault featuring stunning and exclusive designer glasses, touch-screen interactive mirrors that allow people to play back their new look and a secure and fun play place for kids while their parents shop, the concept store reflects the next generation in experiential shopping.

OPSM eye hub in 3D



Take a look inside OPSM eye hub



Meet the Spokespeople



Andrea Guerra
Chief Executive Officer,
Luxottica Group

Andrea discusses the future of optical retailing

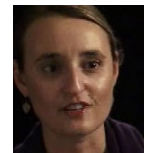
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Chris Beer
Chief Executive Officer, Asia Pacific,
Greater China & South Africa

Chris talks about OPSM eye hub's innovation

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Melinda Spencer
Vice President, Marketing for
Luxottica Australia & New Zealand

Melinda talks about OPSM eye hub's expansive & unique product range

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Rhonda Brighton-Hall
Luxottica Project Leader, Senior Vice
President, HR & Communications

Rhonda discusses OPSM eye hub's innovative use of technology

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