



# WARBY PARKER

SAN JOSE

## Welcome to Santana Row

We're back, California! And this time we're here to celebrate our 20th retail store (we can't believe it!), which opens in San Jose's Santana Row on Saturday, December 19.

Although San Jose's everlasting sunshine is certainly a big draw, we're also particularly excited to be in Silicon Valley, where the spirit of innovation is all around. In fact, our new location will be just a few miles from the Tech Museum of Innovation.

"Bay Area customers are amongst our most loyal and fervent supporters, and we are thrilled to be planting roots in the heart of our large and growing customer base in San Jose. This will be our fifth store in California, and we look forward to being close to where many of our generation's most innovative and impactful companies call home," says co-founder and co-CEO Dave Gilboa.

Santana Row's palm-tree lined boulevard, bevy of retailers and restaurants, and always-lively atmosphere are just a few reasons why we chose to be part of this shopping destination. Just like our store, Santana Row offers much more than a space to shop; it's a place to catch up with friends, relax, and take in the scenery. We feel lucky to have found a home in what we think is a very special enclave of the city.

Our new space takes cues from a classic library. As customers walk into the store, they'll notice a custom brass entry fixture, along with elegant displays of books, brass library lamps, and white terrazzo tiled floors; in addition, our entire collection of glasses is housed on dark walnut library shelves. The interior features leather seating (for reading and relaxing) and a selection of books sourced from our favorite independent publishers (also for sale to take home). Also on view: exclusive artwork by designer and artist Jason Munn, who has collaborated with us in our other retail locations.

In addition, we'll be selling—and this is very exciting—our very own book published by Hachette Books, *50 Ways to Lose Your Glasses*. It's our homage to the all-too-relatable predicament of misplacing or mishandling a beloved pair of frames.

And of course, Warby Parker advisors will be ready with suggestions for picking out the most flattering frame. Customers can check out with our advisors on tablets using a custom-built point-of-sale system that we call Point of Everything (or P.O.E. for short, because we're big fans of Edgar Allen Poe). Prescription glasses are shipped within days, while sunwear and optical frames with non-prescription lenses are available for immediate takeaway. (Instant gratification: always good.)

# About the store

## REFERENCE DESK

We debuted the Reference Desk, our first full-service bar, at our Lexington location in Manhattan—and now, it's made its way to San Jose. Here, you can consult with any of our super-friendly team members for styling advice, pick up your order, have your frames adjusted, and more.

## READING MATERIAL

On tap: a roster of books from some of our favorite independent publishers like McSweeney's, New Directions, and The Figures—plus two new books from our very own imprint, Warby Parker Press.

## SPECIALTY FRAME

When we debuted the optical Baker frame in our Winter 2015 collection, we knew we had a great one on our hands. (In fact, we thought to ourselves, "Wow, these would also make a fine pair of sunglasses.") That's why to celebrate our first retail store in San Jose, we're releasing them as a limited-edition pair of sunglasses in Glacier Grey with blue mirrored lenses (plus a custom lens pouch!).

## UNIFORMS

For a crisp, classic, and instantly recognizable look, we turned to Whitney Pozgay, whose uncluttered silhouettes, 1960s-inspired details and sense of playfulness make her the perfect mastermind for our staple store wardrobe. Inspiration came from Bill Cunningham's classic "Bleu de Travail" French worker jacket, with its utilitarian pockets and cheerful hue.

## ABOUT US

Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world. We also believe that buying glasses should be easy and fun. It should leave you happy and good looking, with money in your pocket. Everyone has the right to see, which is why for every pair of glasses sold, a pair is distributed to someone in need through our Buy a Pair, Give a Pair program.

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## STORE DETAILS

Warby Parker Santana Row  
334 Santana Row  
Suite 1005  
San Jose, CA 95128

Phone:  
669.266.7063

Hours:  
Monday–Saturday, 10:00 a.m.–9:00 p.m.  
Sunday, 11:00 a.m.–7:00 p.m.