



e2 launch OPSM Eye Hub, an experiential flagship store for Luxottica, Tuesday 20 July 2010

International design agency e2, today unveiled OPSM Eye Hub for Luxottica, the largest optical retail store of its kind in the world.

Covering 1500 square metres in the suburb of Hawthorn in Victoria, the stunning split-level design incorporates brand new interactive technology and immersive experiential design. Based loosely on the shape of an eye, OPSM Eye Hub brings the future of retail to Melbourne with a groundbreaking store that crosses the leisure, health, retail nexus. **OPSM Eye Hub, features state of the art medical technology; interactive product testing; forty one touch screens; wind and glare simulators; a kids education zone and seven themed optometry rooms.**

The Eye Hub 'Vault' is a cylindrical structure with a luxurious inner chamber and re-skinnable super graphic exterior that dominates the ground floor space. Its curved shape helps display the largest selection of frames and lenses anywhere in the Southern Hemisphere with over 2000 unique styles from international fashion and sportswear labels.

The awe-inspiring design by e2 takes an experiential approach. Luxottica engaged e2 to work on Eye Hub back in 2008 when they set out to deliver an unparalleled in store experience for the optometry sector.

"OPSM is a space that truly unleashes itself on the five senses. This is an experiential design that strikes up a two-way dialogue with the customers and caters to all their needs and life stages. This is not about a 'one night stand' with the customer. It's about education, health, staff and service, not just selling frames," says Managing Director of e2 Robbie Robertson.

Chief Executive Officer for Luxottica Chris Beer says the concept store grew out of a nursery of ideas in Australia. "OPSM Eye Hub is an Australian innovation that brings the future of retail to Australia today. It raises the bar for all retailers to deliver exactly what customers want through an immersive experience.

"We've used extensive customer research to create something for each demographic and spent a significant amount of time working in collaboration with e2 designing the store so it feels very personal and welcoming," Mr Beer said.

e2's Director of Interiors Rebecca Vulic says the whole experience is driven by trust, an element e2 tangibly supported in the design. "The overall experience is supposed to feel relaxing and soothing. In order to make the consumer feel relaxed the interior colours and finishes are similar to those used in a day spa. The palette filters a calm mood to customers, one that is designed to promote trust," she says.

In addition to its aesthetic features, Eye Hub has a serious side that boasts the most up to date and comprehensive range of optometry equipment in any store in the world. Equipment is the same as that used by Ophthalmologists in hospitals and opening its door with eight full time optometrists today means the store is equipped to meet a broad range of client needs.

"Eye Hub is truly a tailored experience with something for everyone. From kids and glycoma patients, to the elderly to 'in-denial' wearers, each and every customer is catered for and treated like a VIP," says Rebecca Vulic, Director of interiors, e2.

MEDIA: For more information, images and interviews please contact: Belinda Aucott on 02 9319 1344 or mobile: 0416 830 227.

SAVE THE DATE: Media Preview and guided walk through will be held for design press on Tuesday 20 July at 10.30-11.30am Venue: 174-176 Burwood Road, Hawthorn Victoria 3122

OPSM Eye Hub Background information

e2

e2 is an international design consultancy that delivers tangible business solutions. Started in October 2007 by Robbie Robertson and Alex Ritchie e2 has created experiential environments for clients including; Qantas, Virgin Mobile, Commonwealth Bank, OPSM, The Australian Government, BT Financial Group, Westfield and Vodafone

e2 pride themselves on being a group of passionate, enthusiastic people with a strategic approach, that offers real returns on a client's spatial assets; physical and virtual.

The e2 team is built up of researchers, innovators, strategists, architects, designers and producers who collaborate throughout the entire design process. From concept to realisation, e2 believe the sum is greater than the parts.

E2 offers services that cover the full spectrum of tangibles and intangibles that define a space, from place-making through to environment and object design and onto service delivery, brand messaging and market solutions. Their process is customer focused and always takes its lead from the end users direct experience.

The five-senses drive innovation at the e2 studios where all the varying parts are combined to create a greater sum - a holistic experience within a designated physical or virtual space that is precisely articulated, differentiated and targeted.

Since formed in 2007, e2 has worked on over 178 different projects and evolved a specialist consultancy that is in demand internationally.

e2 offer a range of services from branding and design, interiors, architecture and events. They are the creators of the Table4Ten charity that raises money for Prostate Cancer Research and are a team of 25 people with offices in Melbourne, Sydney and Singapore.

www.e-2.com