



2016.09.08

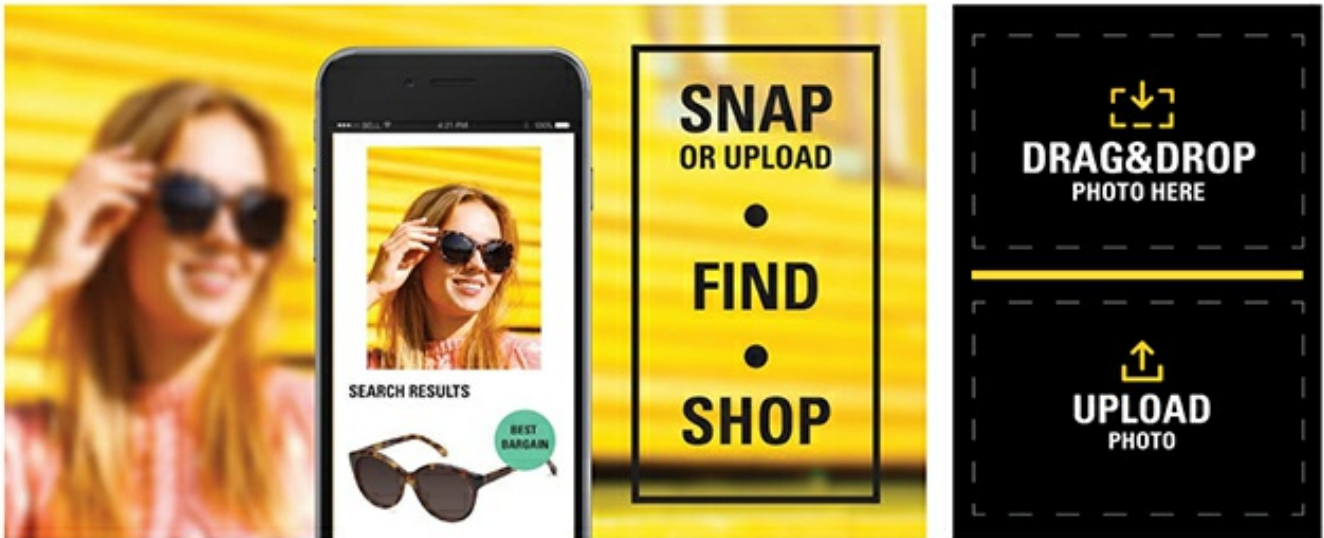
## ESSILOR LAUNCHES FLASHFRAMES.COM IN THE US

Essilor is launching a first of its kind mobile website, Flashframes.com, designed to instantly connect consumers with the sunwear products they are looking for. FlashFrames.com makes it easy for consumers to find the sunglasses they want and buy them on the spot.

In three simple steps, shoppers can snap or upload a photo of the sunglasses they are looking for into their smartphone, find the same or similar options across price points, and get their chosen pair sent to their home. This new concept and website came out of “Digistorm”, Essilor’s internal digital technologies brainstorming contest. It was selected among thousands of project ideas, aiming at improving overall awareness around the importance vision, access to eye care and customer purchasing experience.

Essilor is committed to innovate in order to improve access to solutions for correcting and protecting consumers’ vision, whatever their country, their vision need or their resources. 5.8 Bn people of the 7.2Bn world population still do not have an equipment to protect their eyes from the hazards of UV rays.





**SPOT THE STYLE. GET THE FRAMES.**

Partners of Flashframes are Essilor Groups' e-commerce sites FramesDirect, Coastal, EyeBuyDirect, Foster Grant and Costa del Mar. FlashFrames.com is available solely in the U.S. for the moment but plan is to eventually expand the service internationally as well as expand the offer to include all eyewear.

Visit [Flashframes.com](https://www.flashframes.com)