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ESSILOR SHOPPER LAB: IMPROVING IN-STORE CONSUMER EXPERIENCE

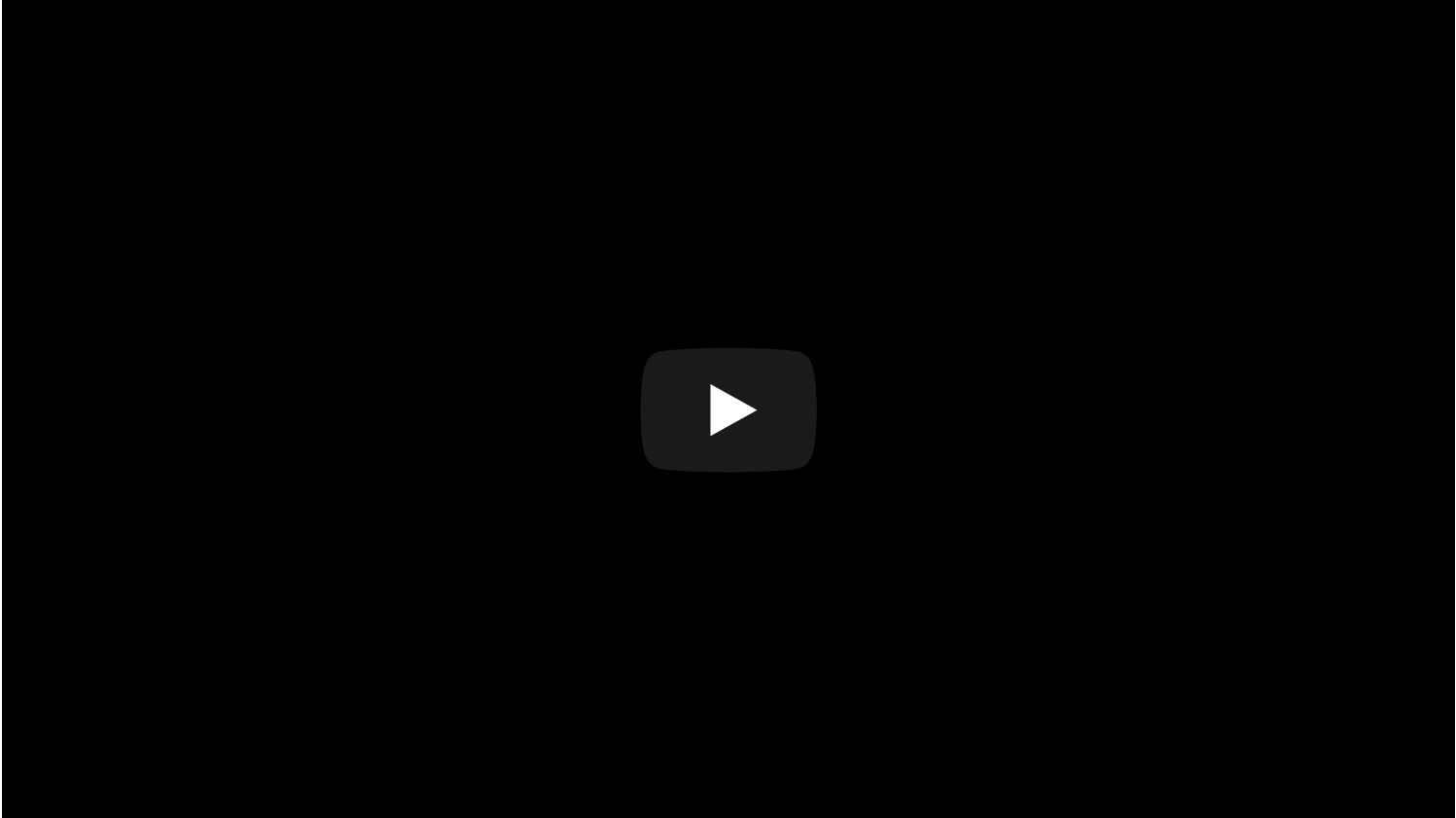
A virtual visit to Essilor's Shopper Lab, a showroom dedicated to helping eye care professionals optimize the optical shopping experience.

Essilor's Shopper Lab, an innovation-focused shopper expertise center originally created in 2010, has recently been completely redesigned. The aim: to give eye care professionals a better insight into evolving visual care needs and consumer expectations.

It's just one of the practical ways Essilor helps its clients to develop their eye care business – through educating on trend and growth opportunities, experimenting the ideal shopper experience, testing the latest digital sales tools and sharing in-store best practices. The Shopper Lab is an integral part of the Group's

consumer-centric approach showing eye care practitioners how to put vision and lenses at the heart of discussions in order to provide better patient advice and increase customer satisfaction.

The Shopper Lab is located in Paris, France, in the same building as other Group education and innovation resources -- Essilor Academy Europe, part of an international network of industry training centers and a Neuro-Bio-Sensory R&D team based at the Paris Vision Institute. This enables clients to take a deeper dive into Essilor's world of innovation and inspiration.



Shopper Lab presentation video

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ESSILOR RAISES AWARENESS ON VISUAL HEALTH AT PARIS GAMES WEEK

Gamers, especially young adults, are spending more and more time on digital devices. A look back at Paris Games Week to see how Essilor has been raising awareness of how best to maintain eye health and enjoy connected life.

