



FOR IMMEDIATE RELEASE

FROM THE DESK OF DEBORAH BUTLER

Warby Parker Coming Soon to Butler Town Center

Good Things Await Gainesville and Greater North Central Florida

Gainesville, FL – July 31, 2023 – Butler Enterprises has announced [Warby Parker](#), a direct-to-consumer eyewear brand focused on increasing access to holistic vision care, will be opening a retail store located in [Butler Town Center](#). Warby Parker will be located at [3630 SW 32nd Ct., Suite 40, Gainesville, FL 32608](#). Warby Parker has over [210 locations](#) in the United States and Canada and now [14 locations in Florida](#).

Warby Parker's [mission](#) to inspire and impact the world with vision, purpose, and style will now be demonstrated here in Alachua County. Warby Parker aims to demonstrate that a business can scale while doing good in the world and make the process of accessing holistic vision care easier, more affordable, and more fun.

Launched in 2010, Warby Parker pioneers ideas, designs products, and develops technologies that help people see. Existing online customers in Gainesville and surrounding areas will now be able access all of their vision care needs. The store will offer eye exams and carry their full optical and sun eyewear offerings, their brand of daily contact lenses [Scout by Warby Parker](#) as well as third-party contacts, and more.

Warby Parker's passion for vision extends worldwide. For every pair of glasses or sunglasses sold, a pair is distributed to someone in need through their [Buy a Pair, Give a Pair](#) program. Warby Parker has partnered with nonprofits to distribute more than 13 million pairs of glasses to people in need and is only just getting started.

Grand opening celebrations at Butler Town Center include a special postcard set as a gift with purchase while supplies last, the unveiling of custom store artwork, and gourmet ice pops from [Hyppo](#) for all guests on opening day. Additional details will be announced closer to the festivities. Visit [warbyparker.com](#) to learn more, book an eye exam, [download the app](#), or learn [how their glasses are made](#).

Store hours for Warby Parker's Butler location will be as follows:

- Thursday | 10:00 AM – 6:00 PM
- Friday | 10:00 AM – 6:00 PM
- Saturday | 10:00 AM – 7:00 PM
- Sunday | 11:00 AM – 6:00 PM
- Monday | 10:00 AM – 6:00 PM
- Tuesday | 10:00 AM – 6:00 PM



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Be sure to become an active subscriber and follower for [Warby Parker](#) and [ShopatButler](#) social media channels and newsletters to learn more about Warby Parker's grand opening weekend celebration here at Butler Town Center.

About Warby Parker

[Warby Parker \(NYSE: WRBY\)](#) was founded in 2010 with a mission to inspire and impact the world with vision, purpose, and style—without charging a premium for it. Headquartered in New York City, the co-founder-led lifestyle brand pioneers ideas, designs products, and develops technologies that help people see, from designer-quality prescription glasses (starting at \$95) and contacts, to eye exams and vision tests available online and in more than 210 retail stores across the U.S. and Canada.

Warby Parker aims to demonstrate that businesses can scale while doing good in the world. Ultimately, the brand believes in vision for all, which is why for every pair of glasses or sunglasses sold, a pair is distributed to someone in need through their Buy a Pair, Give a Pair program. To date, Warby Parker has worked alongside its nonprofit partners to distribute more than 13 million glasses to people in need.

Contact: press@warbyparker.com

About Butler Enterprises

Butler Enterprises offers over 150 stores and restaurants spanning 2 million square feet. Butler Enterprises is the largest retail center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 82 years. Each year, Butler Enterprises has over 20 million visits to Butler Plaza, North, and Town Center.

Additional information about Butler Enterprises is available at www.shopatbutler.com.

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