




[DDI Home](#) > [Magazine](#) > [Down under eye candy](#)

## DDI MAGAZINE

SAVE | EMAIL | PRINT | MOST POPULAR |  RSS | REPRINTS

### Down under eye candy

Luxottica opens its largest and latest concept for its OPSM group in Australia

By Janet Groeber  
February 04, 2011



worldwide rollout.

The two-level store offers customers a chance to try more than 2,000 unique styles from global fashion and sportswear brands, including safety wear, swim goggles and contact lenses, before they buy. Fashion merchandise aside, OPSM EyeHub features state-of-the-art medical technology, interactive product testing areas, 41 touchscreens, wind and glare simulators, a kids' education zone, seven themed optometry rooms and eight full-time optometrists serving customers—through all life stages—12 hours a day.

In Australia, Luxottica is the leading eyecare and eyewear company, with 835 stores across its portfolio of OPSM, Laubman & Pank, Budget Eyewear, Sunglass Hut and Bright Eyes brands.

Extensive customer research of all age groups went into the creation of OPSM EyeHub. "The major highlight from the focus groups was that [customers] felt the current offer in optical retail was that of a cold and medical environment," says Sydney-based Melinda Spencer, vice president of marketing for Luxottica Australia. To contradict that statement, the resulting EyeHub design is warm and welcoming, thanks to wood finishes underfoot and on the ceiling, and other high-end touches, such as glossy surfacing materials for merchandise fixtures and sandblasted terrazzo tile.

Beyond décor elements, the store features a number of interactive elements designed to engage customers in their eyewear selection. Luxottica Australia called on Melbourne-based e2, an architectural and "experience" firm, to apply its expertise and challenge the norm in eyewear display.

### resource library

Sponsored Links



#### RCS Retail Interiors

RCS expert design team will help you sell your products, brands & company's experience, learn more! [Learn More](#)



#### Retail Fixtures & Commercial Furnishings

Get Retail Fixtures, Commercial Furniture & services from Interior Design work to Fixture Design now [Learn More](#)



#### Leggett & Platt's Latest News

Read the latest news & press releases from Leggett & Platt Store Fixture Group [Learn More](#)



#### FFR-DSI's News Page

Learn about new merchandising products & solutions with FFR-DSI's news page [Learn More](#)

"We identified the EyeHub customer journey to be driven by trust," explains Alex Ritchie, e2's creative director. The e2 team translated that "trust" into a calm and soothing environment that would eliminate any stress associated with a trip to the eye doctor. "[We wanted to create] an experiential design that strikes up a two-way dialogue with the customer." The resulting design is, therefore, about education, health, staff, service and product. "It's not just about selling frames," Ritchie emphasizes.

At the door, customers are greeted and can ask for guidance through the store, designed loosely on the elliptical shape of the eye. "e2's design strategy put the customer journey up front," Ritchie says. A cylindrical architectural feature that includes an inner "customer chamber" dominates EyeHub's center core and houses the store's most aspirational styles.

A zoned lighting plan reflects the store's different functions, with moods ranging from examination rooms to testing and try-on stations. Pre-set illumination levels, depending on the time of day, ensure the right ambient levels are maintained. Given EyeHub's high ceilings, illumination had to be "punchy" in specific display areas, without upsetting the warmth of other zones. Compact fluorescent, metal halide and LED sources were selected to deliver the desired effect, as well as for energy conservation.

Technology plays a key role in the overall customer experience, with touchscreen interactive mirrors that allow people to play back a new look and see what they'll look like with full clarity of vision. Sports enthusiasts and athletes can put their eyewear to the test in the Oakley Pressure Chamber and Revo Elements room, complete with a custom wind tunnel and variable settings for rigorous on-site frame testing.

Beyond technology, the store is meant to be fun and educational, featuring elements such as the dedicated kids' area with health education components, enclosed eye "pods" with factoids about eyes and eyeball-shaped chair seating.

Luxottica Group's long-term goal is for its EyeHub concept to be adapted globally, according to CEO Andrea Guerra. A second store is expected to open in late spring in Brisbane, Australia, and additional stores could be opened in key markets, such as China, the United Kingdom and the United States. "We believe the brand [integrity] will stay the same since it's a global concept, but the mood and style of the store might be adapted to [the] local needs of specific markets," Spencer reiterates. "It's part of OPSPM EyeHub's DNA, to meet the needs and requirements of local customers, which means the design could vary from country to country."