

WARBY PARKER

GLASSES STARTING AT \$95,
INCLUDING PRESCRIPTION LENSES.



Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

OUR STORY

We got our start in 2010 when four friends in Philadelphia wondered why buying glasses was so expensive and oftentimes tedious. They set out to make the whole thing easy, affordable, and way more fun. By circumventing traditional channels, designing glasses in-house, and engaging with customers directly, we're able to provide higher-quality, better-looking prescription eyewear starting at \$95 (a fraction of the going price!).

We believe that buying glasses should leave you happy and good-looking, with money in your pocket. We also believe that everyone has the right to see, which is why for every pair of glasses or sunglasses sold, a pair is distributed to someone in need through our Buy a Pair, Give a Pair program. (To date, over three million pairs have been distributed.)



(LITERALLY VISIONARY!)

Eyeglasses

FRAME: HUGHES SMALL
in Chestnut Crystal, \$95





TORTOISE 101

There's nothing quite like it. Tortoise goes with everything and looks like nothing else. It makes every eye color sparkle. We can't prove that it instantly adds 30 points to your IQ score, but it sure feels like it.

(Oh, and our tortoise is made from premium cellulose acetate, not from actual tortoises. We would never harm actual tortoises.)

FRAME: **HARDY**
in Layered Tortoise, \$95



LOUISE *in Birch Tortoise, \$95*



DURAND *in Woodland Tortoise, \$95*



WILKIE *in Whiskey Tortoise, \$95*



KIMBALL *in Marzipan Tortoise, \$95*

FOUR THINGS
OUR TORTOISE-
SHELL IS NOT
MADE OUT OF

- 1 Actual tortoises
- 2 Or turtles
- 3 Or any other animals
- 4 Gluten



LOUISE in Elderflower Crystal, \$95



UPTON in Rose Water, \$95



CHELSEA in Grapefruit Soda, \$95



LOUISE SMALL in Rose Water, \$95

FRAME: CORA
in Crystal Sable with Opal Tortoise, \$95

MOMENT OF CLARITY

Translucent frames in watercolor hues are easy to wear, easy to match, and awfully daring (in their own subtle way). It could be your next signature look.



FRAME: LOWRY
in Jet Black Fade, \$95

OPPOSITES ATTRACT

Two-tone frames pair opaque and translucent hues for a smart and subtle contrast.

TOP 6 DANCES PEOPLE DO WHEN THEY GET THEIR WARBY PARKER ORDER IN THE MAIL:

- 1 Running man 2 Sprinkler 3 Robot
4 Worm 5 Windmill 6 Jazz hands



PERCEY *in Mission Clay Fade, \$95*



LAUREL *in Tea Rose Fade, \$95*



BURKE *in Tennessee Whiskey, \$95*



BARNETT *in Toffee Fade, \$95*



Try before you buy

Want to try on five pairs of glasses in the comfort of your very own home? It's easy. And fun. And free. Really, really, ridiculously free. Here's how.

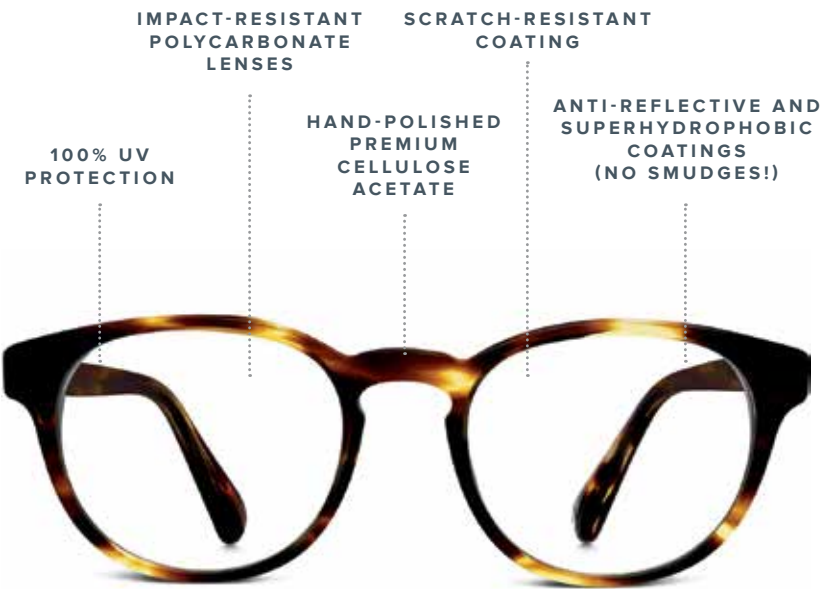
- 1 Pick five frames from warbyparker.com. We'll ship them to you for free.
- 2 Try on a few pairs. Show your friends. Show your coworkers. Show your dog. Or get feedback from our personal stylists using the hashtag [#warbyhometryon](https://twitter.com/warbyhometryon)
- 3 Find a great pair? Buy online with a few clicks. We'll send a fresh version outfitted with your prescription.
- 4 Pop your sample frames back in the mailbox and send back to us. (Also free.)
- 5 Final step? Wear your new frames, and wait for the compliments to roll in.

warbyparker.com/home-try-on

About our frames

Each Warby Parker frame is designed in-house, from the very first sketch to prototype testing to finishing touches.

From ultra-lightweight titanium to custom-designed cellulose acetate, we use nothing but premium materials for our frames.



THE SECRET FORMULA

FORM + FUNCTION + INNOVATION = WARBY PARKER



1. Pull premium materials



2. Cut them into your chosen shape



3. Polish and hand-fit lenses



4. Inspect frames from temple to temple

GLASSES THROUGH TIME: A VERY SELECTIVE HISTORY

1604
German astronomer Johannes Kepler pens an influential theory of optics.

1784
Benjamin Franklin (probably) invents the bifocal.

1920s
Sunglasses are sold for the first time— from a boardwalk in Atlantic City.

2010
Warby Parker is founded.



FRAME: HADLEY
in Opal Tortoise, \$145

INTRODUCING
LOW BRIDGE FIT

Glasses should: look amazing.
Glasses should not: slide down your nose with any sudden movement or whenever you look at the ground or for any reason, really. (Ever.)

Our Low Bridge Fit frames are crafted for those with low nose bridges (if the bridge of your nose sits level with or below the pupils), wide faces, and/or high cheekbones.

These frames won't slide down your nose, rest on your cheeks, or cause any pinching.

Because life is too short for slide-y pinch-y glasses.

FRAME: VENCE
in Citron Fade, \$95



DAHL in Pearled Tortoise, \$95



PERCEL in Crystal, \$95



COLIN in Teal Crystal Fade, \$95



COLLIS in Tea Rose Fade, \$95



BLAIR *in Rose Gold, \$145*



HUDSON *in Warm Gold, \$145*



CAMPBELL *in Carbon, \$145*



NORA *in Brushed Navy, \$145*



METAL HEADS

Frames in featherlight titanium and gleaming stainless steel look all kinds of luxurious

FRAME: LOUISE METAL
in Rose Gold, \$145

All that... and progressives

We offer digital free-form progressive lenses in either eyeglasses or sunglasses. Progressive eyeglasses and sunglasses start at \$295 without insurance—but many UnitedHealthcare® customers will be eligible for them for just the cost of their copay.

Progressive lenses offer a seamless transition from distance correction on top to reading correction on bottom. That means you can see your whole field of vision without switching between multiple pairs of glasses.

We use predictive technology to determine segment height based on your individual prescription, as well as your desired frame shape and size. Applied digitally, the design is more precise than that of conventional progressives models. Added bonus: The application also provides a larger field of vision for the wearer.

warbyparker.com/progressives



FRAME: RIGBY
in Brushed Ink, \$145



EVERYONE LOOKS BETTER IN

Sunglasses

FRAME: CARRAWAY
in Burnt Amber Tortoise
with Navy Windsor Rim, \$195

BRIGHT EYES

Our signature sunglasses are crafted from premium cellulose acetate, ultra-lightweight titanium, and hypoallergenic stainless steel—materials chosen for their ability to retain shape, sheen, and richness of hue over time. Sturdy barrel hinges with Akulon-coated screws ensure durability, while scratch-resistant lenses provide 100% UV protection.

Sunglasses start at \$95 and prescription sunglasses start at \$175.

Eligible UnitedHealthcare customers can purchase prescription sunglasses for just the cost of their copay.

FRAME: AVERY
in Hazelnut Tortoise Matte, \$145



DOWNING *in Walnut Tortoise, \$95*



HASKELL *in Crystal, \$95*



BARKLEY *in Antique Shale Fade, \$95*



FLETCHER *in Black Matte Eclipse, \$95*

TO-DO LIST

- ☐ Cultivate a signature emoji
- ☐ Develop a signature catchphrase
- ☐ Find a signature pair of sunglasses* (<— *it could be these)

FAILED
SLANG FOR
SUNGLASSES

Peeper Keepers
Incog-neatos
Nightmakers
Rainglasses
Protect-o-spex
Blinker Blockers



TILLEY in Grapefruit Soda, \$95



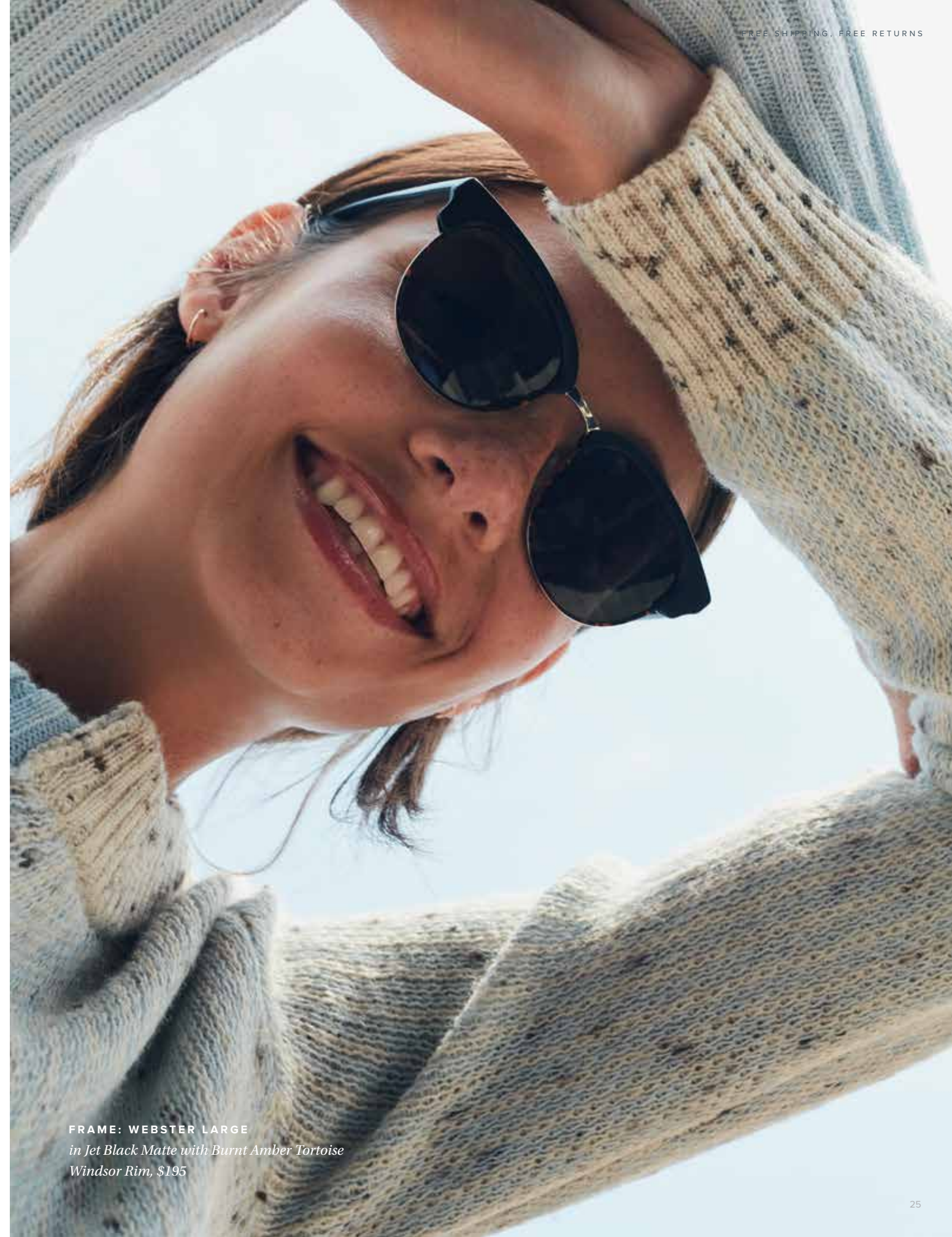
LAUREL in Tea Rose Fade, \$95



AUBREY in Smoky Quartz Crystal, \$95



RAGLAN in Pearled Tortoise, \$95



FRAME: WEBSTER LARGE
in Jet Black Matte with Burnt Amber Tortoise
Windsor Rim, \$195

Your eyes know what to do when the sun comes out. Shouldn't your glasses?

Light-responsive lenses represent the ultimate mingling of business and pleasure: Inside, they're optical lenses; outside, they darken as they're exposed to UV light.

Just specify it in your order and we'll outfit your frames with light-responsive lenses.

Light-responsive lens treatment: \$100 (included at no additional cost on certain UnitedHealthcare plans)



For every pair of glasses sold, a pair is distributed to someone in need

2.5 billion people around the world need glasses but don't have access to them. Of these, 624 million cannot effectively learn or work due to the severity of their visual impairment.



To help address this problem, Warby Parker partners with nonprofits like VisionSpring to ensure that for every pair of glasses we sell, a pair is distributed to someone in need.

In the developing world, a single pair of glasses can make a big difference—increasing productivity by an average of 35% and monthly income by 20%.

To date, we've been able to distribute over three million pairs. There's nothing complicated about it: good eyewear, good outcome.

Learn more at warbyparker.com/do-good

A brief history of Warby Parker



2010

Warby Parker launches (and is featured in *Vogue* and *GQ*)!



2011

We get shady and release our first collection of sunglasses.



2013

We open our first (real live) retail store in New York City. Hello, world.



2014

Progressives are now available from us. It's double the optical fun.



2015

Fast Company names us the Most Innovative Company of 2015. We all call our mothers as soon as the news hits.



2015

We turn five years old and celebrate with a Half-Decade Parade (a tiny parade in a side alley near our office).



2016

We launch an app! It's a plate of cheesy mozzarella sticks that arrives a few minutes before your glasses do. Oh wait. Not an appetizer. An app. (You can download for free at the iTunes store.)



2018

We go in-network with our first insurance carrier ever, UnitedHealthcare. (Hi!)



Sometimes you wanna go where everybody knows your frame

Stop by a retail store to try on frames from our whole collection, get expert tips from our advisors, or just browse to your heart's content.

Visit warbyparker.com/retail to see our locations.

ALABAMA

BIRMINGHAM
•The Pizitz

ARIZONA

SCOTTSDALE
•Scottsdale Quarter

CALIFORNIA

BERKELEY
•Fourth St.

LOS ANGELES

•Abbot Kinney
•Alchemy Works*
•The Standard, Hollywood
•Melrose Ave.
•Century City
•Glendale

NEWPORT BEACH

•Alchemy Works,
Lido Marina*

PALO ALTO

•Downtown Palo Alto

SAN DIEGO

•UTC

SAN FRANCISCO

•Hayes Valley
•Union Square

SAN JOSE

•Santana Row

COLORADO

BOULDER
•Pearl St.

DIST. OF COLUMBIA

WASHINGTON
•Georgetown
•Shaw

FLORIDA

MIAMI
•Wynwood

TAMPA

•Oxford Exchange*

GEORGIA

ATLANTA
•Buckhead
•Westside Provisions

ILLINOIS

CHICAGO
•Armitage Ave.
•Gold Coast
•Oakbrook Center

KENTUCKY

LEXINGTON
•The Summit at
Fritz Farm

LOUISIANA

NEW ORLEANS
•Magazine St.

MARYLAND

BALTIMORE
•Harbor East

BETHESDA

•Bethesda Row

MASSACHUSETTS

BOSTON

•Newbury St.
•Prudential Center
•Cambridge

MICHIGAN

DETROIT
•Woodward Ave.

MINNESOTA

MINNEAPOLIS
•Askov Finlayson*

MISSOURI

KANSAS CITY
•Country Club Plaza

ST. LOUIS

•Central West End

NEW YORK

BROOKLYN
•Bergen St.

MANHATTAN

•Rockefeller Center
•Greene St.
•Grand Central
•Lexington Ave.
•Warby Parker HQ
and Showroom*
•Washington St.
•Columbus Ave.

NORTH CAROLINA

CHARLOTTE
•Atherton Mill

OREGON

PORTLAND
•NW 23rd Ave.

PENNSYLVANIA

PITTSBURGH
•East Liberty

PHILADELPHIA

•Walnut St.

TENNESSEE

NASHVILLE

•Edgehill
•Warby Parker HQ
and Showroom*

TEXAS

AUSTIN
•South Congress
•Domain Northside

DALLAS

•North Henderson Ave.
•NorthPark Center

FORT WORTH

•WestBend

HOUSTON

•Heights Mercantile

PLANO

•Legacy West

VIRGINIA

MCLEAN

•Tysons Corner

WASHINGTON

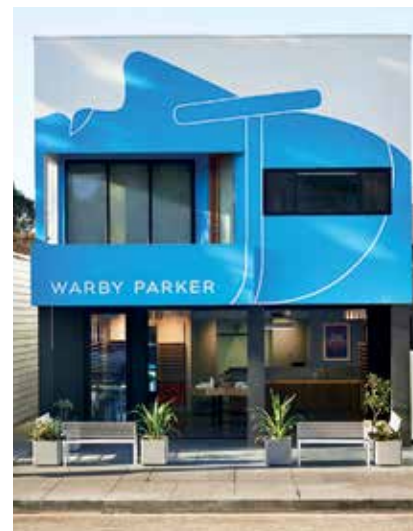
SEATTLE

•Fremont Ave.
•University Village
•Capitol Hill

WISCONSIN

MILWAUKEE

•Third Ward



From left to right: San Francisco, Hayes Valley; New York City, Lexington Ave.; New York City, Greene St.; Los Angeles, Abbot Kinney; Toronto, Yorkdale; Portland, NW 23rd Ave.; Dallas, North Henderson Ave.; Miami, Wynwood; Scottsdale, Scottsdale Quarter; Seattle, University Village; New York City, Lexington Ave.; San Jose, Santana Row

*Warby Parker showroom. They're like our normal stores, but smaller. Same frames, same great service.



UnitedHealthcare vision coverage provided by or through UnitedHealthcare Insurance Company, located in Hartford, Connecticut, UnitedHealthcare Insurance Company of New York, located in Islandia, New York, or their affiliates. Administrative services provided by Spectera, Inc., United HealthCare Services, Inc. or their affiliates. Plans sold in Texas use policy form number VPOL.06.TX or VPOL.13.TX and associated COC form number VCOC.INT.06.TX or VCOC.CER.13.TX. Plans sold in Virginia use policy form number VPOL.06.VA or VPOL.13.VA and associated COC form number VCOC.INT.06.VA or VCOC.CER.13.VA. This policy has exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact either your broker or the company.