



PRESENTING THE

# WARBY PARKER

## *Pencil Room*

We're thrilled to share that we're opening our third store in Michigan—and our very first in Ann Arbor! We've had the best time in the state so far (we opened our Woodward Ave. location in Detroit in 2016 and our Somerset store in Troy earlier this year), and now we couldn't be more excited to explore a new part of the mitten.

This Warby Parker will be out of the ordinary: it's part eyewear shop, part writing-utensil emporium, and we're calling it the Warby Parker Pencil Room. "We're so glad to be expanding in Michigan," says co-founder and co-CEO Neil Blumenthal, "particularly to a town with as much spirit and quirk as Ann Arbor and with a store that's this much fun. We can't wait to welcome everyone in."

### **PENCILS, PENCILS EVERYWHERE**

Pencils are the ultimate writing implements They're user-friendly (read: leak-free), steeped in history (did you know they date back to the 16<sup>th</sup> century?), and there's just something about about the commitment-free creativity they inspire (being erasable and all). We filled a small alcove with pencils at our store in Cambridge, Massachusetts last year, and it was such a hit that we decided to devote an entire space to them. That space = our new Ann Arbor store.

The pencilmania starts outside, where a classic yellow pencil rests against the store's façade and points toward all the the writerly diversions within. Through the doors, along with our glasses and sunglasses, you'll see a rainbow of custom-designed pencils lining the walls. We created them with our friends at CW Pencil Enterprise<sup>1</sup>, and each one is emblazoned with one of 100+ one-liners that range from the literary to the laughable to the locally inspired. (Just a few of our favorites: ASK ME ABOUT MY PENCIL, UNRELIABLE NARRATOR, CHEW IN CASE OF EMERGENCY.) Behind our marble Reference Desk—the place to head for adjustments, order pickups, and more—you'll find an array of these pencils catalogued in a periodic-table-inspired mural.

The pencils are four for \$2, and all proceeds go to 826michigan, a nonprofit that helps students aged 6-18 find their inner authors and sharpen their writing skills. We've partnered with 826 in New York City, Chicago, and Boston before, and we're so glad to be teaming up with them again here—especially when their Ann Arbor chapter is right around the corner from us. Extra fun fact: A few of the pencils for sale in-store were authored by 826 students.

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<sup>1</sup>CW PENCIL ENTERPRISE WAS FOUNDED IN 2014 BY LIFELONG PENCIL COLLECTOR CAROLINE WEAVER. THEIR COLORFUL, COMPACT STORE IN NEW YORK CITY IS A MONUMENT TO GRAPHITE-FILLED TREASURES FROM ALL OVER THE WORLD.





### EYEWEAR, TOO!

In addition to those hundreds of pencils, our full collection of glasses and sunglasses will be on display and ready for perusal. Bright, just-right lighting and mirrors aplenty make for perfect browsing conditions. We've also got essential accessories for eyewear-ers (like our handy lens-cleaning kits and folding Parker cases in a slew of different hues) and a selection of books from some of our favorite publishers, like NYRB Classics and 33 $\frac{1}{3}$ .

To celebrate the opening, we'll have a pair of limited-edition, Ann Arbor-exclusive sunglasses in store: Jones in Lemongrass Crystal with Flash Mirrored Iridescent lenses. It's a round frame with playful but pleasing proportions, and you won't find it with these reflective lenses at any other location.

### SHOPPING WITH US

This store's design, like that of our flagship on Greene Street in New York City, is inspired by great civic spaces like museums and libraries. You'll notice it in the checkered floor, brass detailing, and overall airy atmosphere. And! The tables on that checkered floor are actually giant paper pads, created specially for the space and perfect for test-driving any new pencils.

As at all of our locations, advisors at the Warby Parker Pencil Room will be on hand to help you find frames you love. You can recognize advisors by their Whitney Pozgay-designed uniforms, which were inspired by the great Bill Cunningham's "bleu de travail" French worker jacket.

If you land on a winning pair, they'll check you out on tablets using a point-of-sale system we built ourselves called Point of Everything (or P.O.E for short). And if you want to ponder longer, they'll

email you a roundup of your favorite frames, along with any notes, using a feature within P.O.E. called Bookmark.

Prescription glasses are shipped within days, and non-prescription pairs are available for immediate takeaway. We offer free lifetime adjustments on every pair, so if your frames ever need a tune-up, head into any Warby Parker and one of our opticians will help you out.

### EYE EXAMS AND INSURANCE

The Warby Parker Pencil Room will offer comprehensive eye exams, and appointments are a cinch to book online. Just head to [warbyparker.com/exams](http://warbyparker.com/exams) and pick the time that works best for you.

We've also got some good insurance-related news: We now accept certain UnitedHealthcare and Spectera vision plans! Eligible members may be able to order a new pair of glasses or prescription sunglasses for just the cost of their copay, which is normally \$25 or less. (Really, that's it.) There are other ways to save even without UnitedHealthcare or Spectera, like out-of-network reimbursement, FSA, and HSA. We know using vision and health benefits can get complicated, but we're here to make everything as easy as can be. Just ask.



A decorative horizontal bar at the top of the page featuring four stylized pencils in green, dark blue, light blue, and teal, pointing towards the center.

## ABOUT WARBY PARKER

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. We got our start when four friends wondered why buying glasses was so expensive and all-too-often tedious. They set out to make the whole thing easy, more 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!

Since we started out in 2010, we've grown to over 70 locations around the U.S. and Canada (this'll be our 75<sup>th</sup>), opened our own optical lab in upstate New York, and celebrated the onboarding of our 1,500<sup>th</sup> employee. It's been eventful! We can't wait to open in the Ann Arbor and keep the great times going.

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 and sunglasses sold, a pair is distributed to someone in need through our Buy a Pair, Give a Pair program. (To date, we've distributed over four million pairs of glasses!)

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## STORE ADDRESS

The Warby Parker Pencil Room  
304 South Main Street  
Ann Arbor, MI 48104

## STORE HOURS

Monday–Saturday, 11:00 a.m.–7:00 p.m.  
Sunday, 12:00 p.m.–6:00 p.m.

[warbyparker.com/retail/ann-arbor/304-s-main-st](http://warbyparker.com/retail/ann-arbor/304-s-main-st)

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