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## **WARBY PARKER EXPANDS FOOTPRINT IN HOUSTON WITH NEW STORE AT CITYCENTRE**

*Fifth Location Now Open at Shopping, Dining and Entertainment Destination*

**(HOUSTON, TX)** – Houston-based [Midway](#), a privately owned, fully integrated real estate investment and development firm, is pleased to announce that [Warby Parker](#) has recently opened its newest location in Houston at [CITYCENTRE](#). Located on Town & Country Blvd. adjacent to J. Crew and the newly-renovated lululemon space in the dynamic mixed-use destination, this marks the fifth store in the market for the eyewear brand.

The CITYCENTRE location carries Warby Parker's full optical and sun eyewear offerings, which come in a range of lens types, from blue light filtering to progressives and light responsive frames, as well as its first brand of daily contact lenses, [Scout](#) – all at an affordable price. Plus, Warby Parker's latest collections are now available in-store, including the [Crossbar Edit](#), made up of 70's-inspired brow bar styles across optical and sun, and their new [Clean My Lenses Kit with Anti-Fog Spray](#) – an easy solution for foggy glasses in our new world of face masks. Customers can also book an appointment to visit with an in-store optometrist at the CITYCENTRE location. Warby Parker's full eyewear selection is also available online, through their Home Try-On program, and via their Virtual Try-On tool within the Warby Parker app.

“We are thrilled that Warby Parker has chosen CITYCENTRE as its home for the fifth location in Houston,” said Robert Williamson, Senior Vice President, Investment Management. “We pride ourselves on offering a dynamic variety of tenants for our loyal visitors and we are certain that Warby Parker is the perfect addition.”

To stand out against the other Houston haunts, the new store has been reimaged with one of the retailer's signature design elements – the custom mural. Specifically made for the location, the mural features a pair of eyeglasses woven into a striped blue-clad pattern design, which stretches up the back wall and across the length of the ceiling. Reminiscent of a classic library, the store is adorned with warm globe lighting, marble-top tables and rich brass details.

To ensure the safety of both shoppers and store employees, Warby Parker's CITYCENTRE store has redesigned their in-store customer experience to incorporate social distancing, contactless shopping features, enhanced sanitization protocols, team and patient health screenings, and more. Face coverings are required for shoppers and team members.

The store is open from 11 a.m. to 7 p.m. Monday through Saturday, and Noon to 6 p.m. on Sunday.

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## **ABOUT CITYCENTRE**

Developed by Midway, CITYCENTRE is a thoughtfully planned and meticulously executed self-contained community of 26 elegant dining restaurants, 3 entertainment venues, sophisticated retail options, Class-A office space, corporate penthouse residences, luxurious brownstones and lofts, upscale apartments and the 266-room hotel, [The Moran CITYCENTRE](#), a world-class hospitality and conference facility. Surrounded by European-style open-air plazas and beautifully designed green spaces, CITYCENTRE is also home to [Life Time Athletic](#), a state-of-the-art urban fitness facility and spa, and [Studio Movie Grill](#), an eight-screen premier cinema.

## **ABOUT MIDWAY**

Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to clients and investors for over 50 years. Midway's portfolio of projects completed and/or underway consists of more than 45 million square feet of properties ranges from mixed-use destinations to office, industrial facilities, and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for investors, clients, and the people who live, work, and thrive in the environment they create.