

Extract C

Warby Parker

Warby Parker was founded with the objectives of selling designer glasses at a low price and being socially responsible. The optical industry is dominated by a few large companies that keep prices high, making huge profits from consumers who have limited choice.

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Warby Parker created an alternative by designing and selling glasses to customers directly online. It is able to provide higher-quality, better-looking prescription glasses at a lower price than larger competitors.

Almost one billion people worldwide lack access to glasses, limiting their ability to learn or work. Warby Parker believes that everyone has the right to see. For every pair of glasses it sells another pair is given free to charities, such as Sightsavers, operating in developing countries.

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