



EYEGLOSS WORLD REFRESHES ITS BRAND WITH VML: DEBUTING "CHANGE YOUR GLASSES. CHANGE YOUR WORLD."

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A nationwide brand refresh that unlocks personal empowerment

ALPHARETTA, Ga., Sept. 8, 2026 /PRNewswire/ -- As eyewear continues to evolve from a functional necessity into a powerful expression of style, National Vision Holdings, Inc. (NASDAQ: EYE) is unveiling a reimagined Eyeglass World designed to meet the expectations of today's digitally engaged, style conscious consumer. Developed in partnership with creative agency VML, the transformation pairs an elevated brand identity and a dynamic national creative campaign built around a simple truth: "Change Your Glasses. Change Your World." Together, they celebrate how the power of eyewear can shape confidence, style, and perspective.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/eyeglass-world/9418551-en-introducing-the-new-eyeglass-world>

Eyeglass World introduces a warmer, more refined brand expression

This evolution marks a new chapter for Eyeglass World, positioning the brand as a more digital, curated, and elevated optical destination where fashion, accessibility, and experience converge. Eyeglass World introduces a warmer, more refined brand expression, a curated, style-forward eyewear assortment, with an unmatched connected customer experience. Through trusted guidance and a customer-first approach, the brand empowers consumers to make confident eyewear decisions while delivering a boutique-inspired experience.

At the heart of this refresh is "Change Your Glasses. Change Your World.", a campaign rooted in the belief that eyewear has the power to transform not only how people look, but how they feel. Stepping into a style-forward future, the [launch film](#) brings this to life by following a woman in a mirror maze trying on different versions of herself with every new pair of glasses. Proving that the right frames don't just change your style, they reshape your outlook, your confidence, and how you see your world.

"This is a complete reinvention of the brand to meet the expectations of today's style-focused consumers," said Joe VanDette, Chief Brand and Marketing Officer at National Vision. "In partnership with VML, we have built a brand personality and visual system that celebrates personal expression. We are showcasing our curated selection of frames and making it easier than ever for customers to shop their way - whether they use virtual try on and buy online or finalize their perfect look in-store."

"We wanted the creative to celebrate the fact that people aren't static, we're multi-faceted, and constantly changing," said Tom Murphy, Chief Creative Officer at VML North America. "There is a frame for every version of who you are and who you want to be. Our new visual identity and launch work showcase how an elevated, curated pair of glasses can instantly shift your confidence, your style, and your outlook."

The new [Eyeglass World](#) is rolling out nationwide across digital video, social media, and through strategic influencer partnerships. The brand's message of change also served as the muse for an original single, "Change Your World" by Spencer Ludwig, in partnership with Trumpet Records. The track, which serves as the soundtrack to the relaunch, debuted on all streaming platforms earlier this month.

About National Vision Holdings, Inc.

National Vision Holdings, Inc. (NASDAQ: EYE) is one of the largest optical retail companies in the United States with over 1,200 stores in 40 states and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates four retail brands: [America's Best](#), [Eyeglass World](#), and Vista Optical inside [select Fred Meyer](#) stores and on [select military bases](#), and an e-commerce website [DiscountContacts.com](#), offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

About VML

VML is a leading creative company that combines brand experience, customer experience, and commerce, creating connected brands to drive growth. VML is celebrated for its innovative and award-winning human-first work for clients, recently named Campaign's Global Network of the Year and ranked No. 2 Creative Network of the Year at Cannes Lions. VML's global network spans more than 55 markets with principal offices in Buenos Aires, Kansas City, London, New York, São Paulo, Shanghai, and Singapore.

VML is part of WPP, the trusted growth partner for the world's leading brands. Powered by exceptional talent and our agentic marketing platform WPP Open, WPP unites cutting-edge media intelligence and data solutions, creativity, production, enterprise solutions and expert strategic counsel.

For more information, please visit www.vml.com and follow along on [LinkedIn](#) #WeAreVML

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The refresh brings forward a curated, style-forward eyewear assortment, with an unmatched connected customer experience

Cool, neutral tones set the foundation of the brand with modernity, while a range of warmer hues add approachability

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