

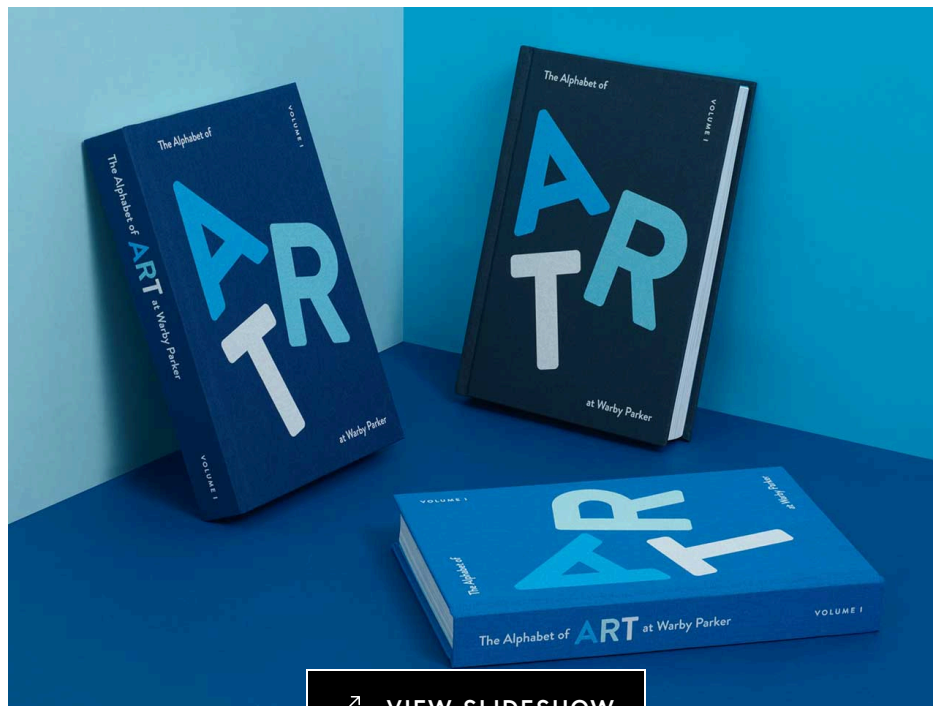
ART

The Alphabet of Art at Warby Parker Celebrates the Brand's 11th Birthday



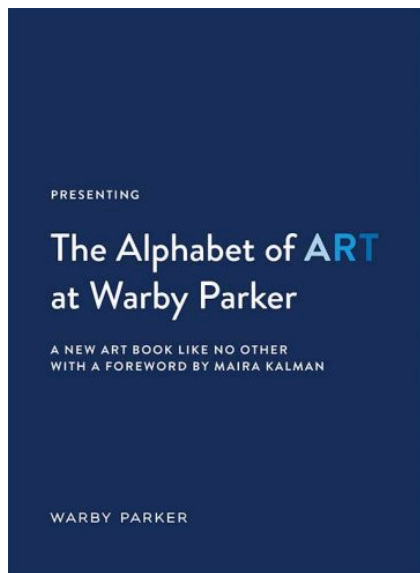
02.26.21 | By Caroline Williamson





Over the last decade, Warby Parker has grown in popularity for their commitment to offering stylish eyeglasses at affordable prices. In addition to their ever-expanding eyewear options, the brand continues to branch out from their online model with over 125 retail locations throughout the United States and Canada. One of the many things that makes Warby Parker stand out is their love of art. Since the beginning, they've commissioned over 100 artists from around the world to create original works that can be found in and around their retail shops, on murals, prints, animations, lens cloths, enamel pins, postcards, wallpaper, cookies and much more. To celebrate their birthday, they've published the part encyclopedia – part retrospective, "*The Alphabet of Art at Warby Parker*", that compiles all of the artwork via 352 large-format, full-color pages arranged in an organized A-to-

Z format. You can learn more about the art and the artist behind it, while supporting Pupils Project, a Warby Parker program that gives free vision screenings, eye exams and glasses to children in New York City, Philadelphia and Baltimore. For every book purchased, 100% of the proceeds go to support the initiative.





Shantell Martin

Geoff McFetridge was born in Calgary and lives and works in Los Angeles. We discovered his work—bold strokes, simple shapes, kindly faces—not long after founding Warby Parker, and we've kept close to him ever since.

In 2013, McFetridge designed the commercial facade of our Market Street store in Los Angeles, covering it with his bright blue and red of a "Warby Parker" in a mural titled "Looking Up! We Only See the Bottom of the Sky."

He's since worked his magic for us elsewhere in the city. From our biggest shop on The Strand to Midway, to our

location on West 3rd Street in Beverly Hills, and up the road at our University Village store in Seattle, from All the way across the country, to our New York City HQ, a wall of classic Mid-century modernism greets you as soon as the elevator doors open.

Right across the bridge at the Park Street store in Seattle, McFetridge's work is seen in the building's facade. From the 100,000 sq ft store in New York City to the 10,000 sq ft store in Beverly Hills, McFetridge's work is seen in the building's facade.



Geoff McFetridge for Warby Parker Abbot Kinney (Los Angeles)



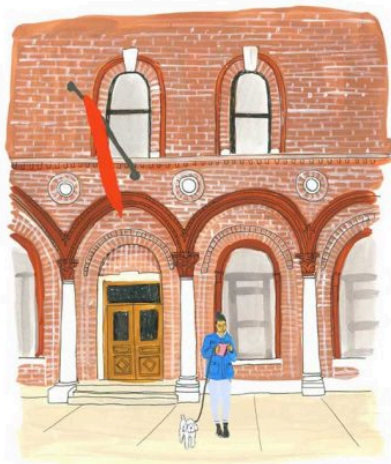
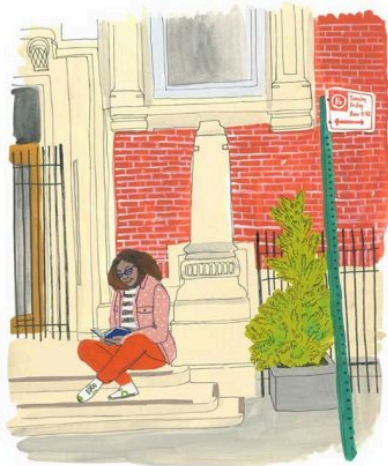
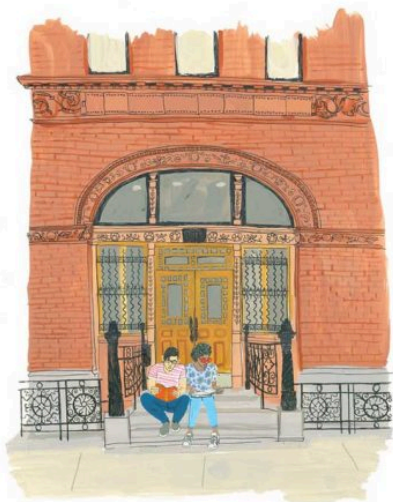
Alia Penner



Saskia Keultjes for Warby Parker Flatbush Ave. (Brooklyn, NY)



Kevin Lyons for Warby Parker King of Prussia (King of Prussia, PA)



Julia Rothman



ESPO for Warby Parker N. 6th St. (Brooklyn, NY)



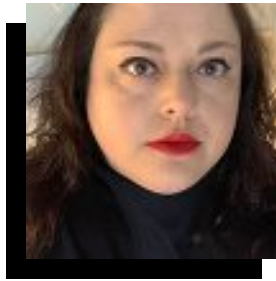
Team Warby



Chris Ware



"The Alphabet of Art at Warby Parker" is available for purchase at all Warby Parker retail locations.

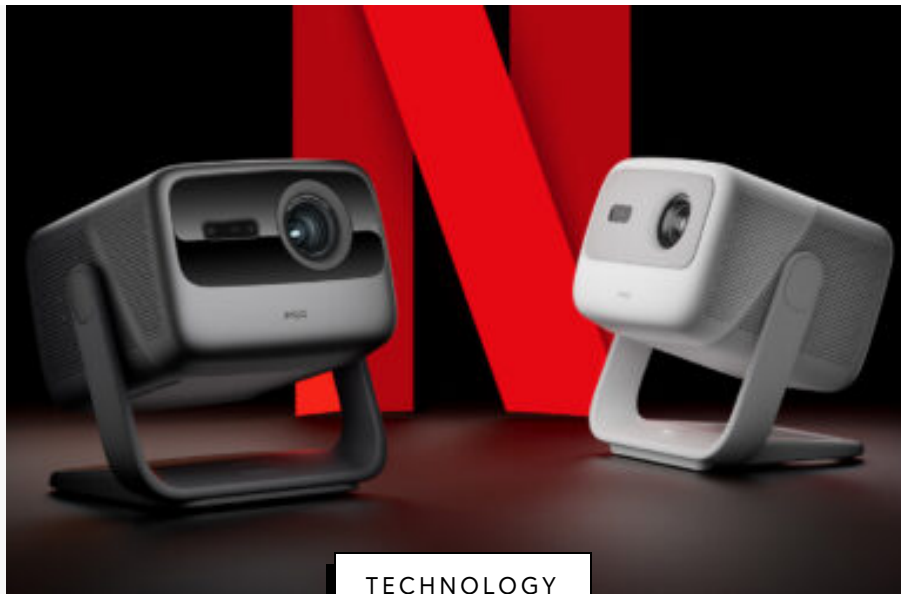


Caroline Williamson is Editor-in-Chief of Design Milk. She has a BFA in photography from SCAD and can usually be found searching for vintage wares, doing New York Times crossword puzzles in pen, or reworking playlists on Spotify.

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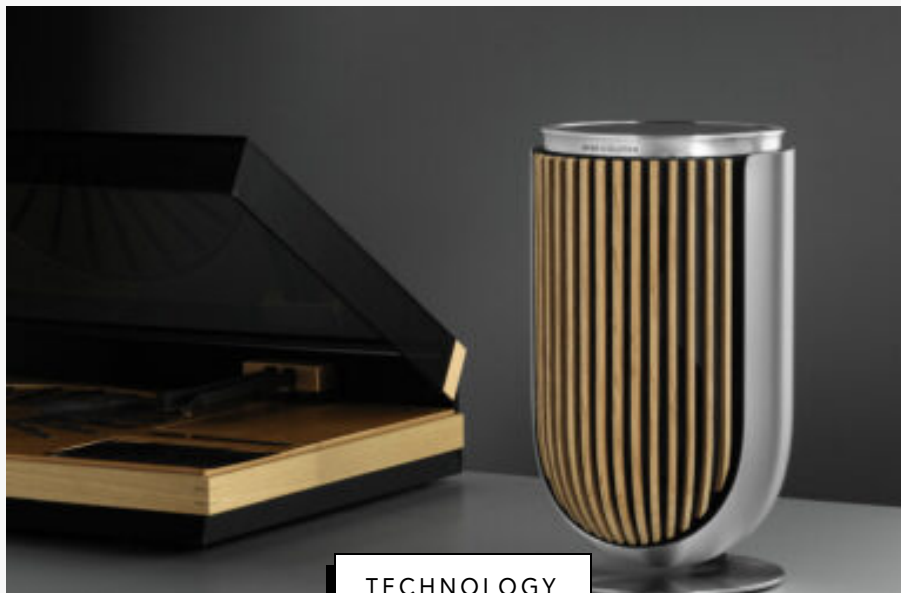
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TECHNOLOGY

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