America's Best Opens Flagship Store Built Around One Connected Experience

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The new location brings every touchpoint together in one experience, making it easier than ever to shop, learn and receive care.

ALPHARETTA, Ga., Nov. 5, 2026 */PRNewswire/* -- ***What if buying eyewear felt less like a transaction and more like a personalized experience?*** That's the vision behind the flagship America's Best store adjacent to Avalon in Alpharetta, Georgia. America's Best, a retail brand of National Vision Holdings, Inc. (NASDAQ: EYE), unveiled the store this week as the clearest expression yet of its commitment to redefining the optical experience.

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This store brings clinical care, eyewear, technology, education and personalized service into one connected journey, designed around how people live, shop and care for their vision. It's rooted in the belief that every eye deserves better, and every person deserves to look, see and feel their best.

"Historically, retail stores have been designed around processes. We designed this store around people and the moments that matter most to patients and customers," said Mark Banner, president of America's Best. "Customers don't think about their journey in terms of channels. They simply expect every interaction to work together. That's why we designed an experience that feels connected, personal and supportive at every step, from the moment customers engage with us online to receiving trusted eyecare and walking out wearing eyewear they love."

A New Approach to Optical Retail
For decades, optical retail has largely been built around products, transactions and operational processes.

Rather than designing the experience around what customers buy, America's Best has designed it around what customers need to make the best, most informed decision. This approach not only meets customers' needs today but is built to evolve as needs and expectations change. From innovations in smart eyewear and eyecare technology to an assortment of frames for every style and budget, this approach ensures customers can find the right eyewear with confidence in both the care they receive and the value they expect.

The result is a connected journey that extends beyond the store. From scheduling an appointment and researching options online to receiving care, selecting eyewear and celebrating their choice in-store, every interaction is intentionally designed to work together.

Bringing the Experience to Life
The new America's Best flagship store brings that philosophy to life in ways customers can immediately see and experience. Traditional barriers, like a formal front check-in counter, have been replaced with a more open and welcoming environment that encourages conversation, personalized guidance and connection.

From the moment customers walk through the door, the experience is built around the moments that matter most. Customers can explore frames that fit their style and budget, gain a deeper understanding of their eye health through a trusted conversation with their optometrist and receive support tailored to their individual needs.

The journey culminates in a dedicated celebration area, where team members make final adjustments, ensure every detail is just right and help customers wear their selection with confidence. It's a deliberate departure from the traditional transaction-focused model, recognizing that finding the right eyewear, experiencing clearer vision and feeling great about the decision are milestones worth celebrating.

"America's Best came to us with a clear vision: create a store that puts the customer at the center of every moment," said Jay Highland, executive vice president, creative, WD Partners. "Our role was to bring that vision to life through design. From customer flow and merchandising to spaces for discovery, care and celebration, every element was intentionally crafted to support a connected customer journey."

Designed to Scale Across America's Best
This flagship store brings the full America's Best experience to life and sets the standard for how the brand will serve customers at its stores. Every aspect is guided by a commitment to putting customers at the center of every decision, interaction and touchpoint.

More than a single store opening, this store demonstrates how America's Best is evolving to meet customers where they are. The result is a more connected, customer-centric experience that seamlessly blends digital and in-store interactions, making eyecare and eyewear easier to navigate, more personal and more meaningful.

The America's Best flagship store is located at 2855 Old Milton Parkway, Suite 104, Alpharetta, GA, 30004, and is open Monday through Friday from 9 a.m. to 7 p.m. and Saturday from 8:30 a.m. to 6 p.m. To learn more about America's Best or find a store near you, visit www.americasbest.com.

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 eyecare 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.

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