

Stanton Optical Expands Reach with New Store in Bakersfield, CA

Full-Service Eye Care, Offering Hi-tech Eye Exams, Eye Health Solutions and Affordable Eyewear

BAKERSFIELD, CA, UNITED STATES, May 30, 2025 /EINPresswire.com/ -- Stanton Optical, a pioneer in affordable and accessible eye care, announces the grand opening of its latest store in Bakersfield, CA, on May 26th. This new addition at 2300 Columbus St. Bakersfield, CA 93306 strengthens Stanton Optical's commitment to delivering on its mission of Making Eye Care Easy across 300+ [locations](#) nationwide.□□



Stanton Optical Bakersfield (Columbus St) Staff Celebrating Grand Opening Ceremony

Convenient Eye Care for Less□□□

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Since 2006, our mission has been to simplify the process of getting prescription eyewear through accessibility and affordability.”

Daniel Stanton - Founder and CEO

“We're excited to expand our presence in Bakersfield, the birthplace of the 'Bakersfield Sound,' by opening our third Stanton Optical store in this market. Since 2006, our mission has been to simplify the process of getting prescription eyewear through accessibility and affordability. Our direct-to-consumer approach and exclusive brand collections enable us to fit every budget and lifestyle need.” stated Daniel Stanton, founder and CEO of Stanton Optical.

You can book your visit or walk in for a same-day comprehensive eye exam; plus, thanks to our on-site labs, you can get single-vision [glasses](#) made the same day in as fast as 30 minutes. Offering convenient over-the-counter dry eye and conventional eye care solutions, Stanton Optical is also easy on your budget, accepting vision insurance, FSA/HSA, and VSP out-of-network and offers special pricing for EyeMed, Medicaid, and Military families.□

Our Spokes-bird

In 2021, Stanton Optical introduced Stan the Penguin as its spokes-bird, highlighting its commitment to adaptability and community within the dynamic eye care industry. Penguins, known for their 'cool' appearance and strong family bonds, mirror Stanton Optical's dedication to providing exceptional eye care and building lasting customer relationships. The penguin, in essence, is also one of the most streamlined animals in the world, just like Stanton Optical works to make the process of getting prescription eyewear quick and easy by offering same-day eye exams and single-vision glasses as fast as 30 minutes.

Consumer-Centric Services and Telehealth Innovation

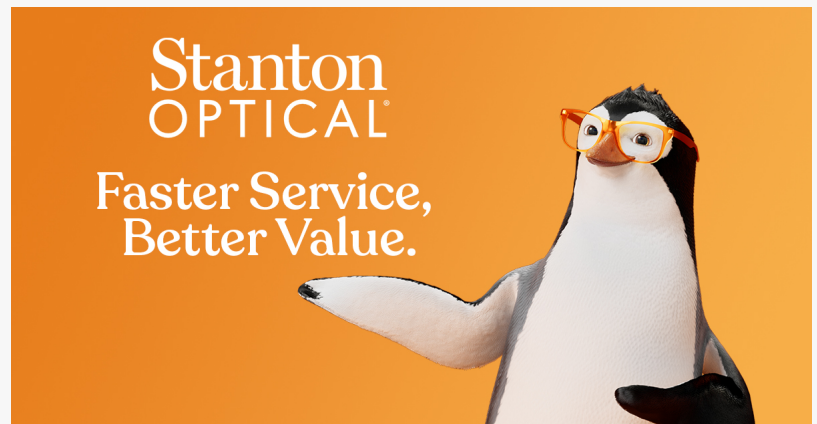
Stanton Optical is a growing retail brand under Now Optics and has partnered with Physicians Eyecare Group to provide patients with affordable quality eye exams through patented telehealth technology. Affiliated eye doctors have conducted more than 4 million telehealth eye exams to-date, making healthy eyes more accessible and enabling doctors to see more patients, something no other optical retailer can offer.

Stanton Optical sets itself apart by offering same-day appointments, welcoming walk-in eye exams, same-day glasses and offering the best value in eye care: Two Pairs of Glasses for \$79 (including Anti-Glare lenses) and a FREE Eye Exam*.

The new location is less than a mile from Bakersfield College and walking distance from large

Stanton OPTICAL®

Stanton Optical: We Make Eye Care Easy, Accessible, and Affordable for All



Meet Stan the Penguin, Stanton Optical's Brand Ambassador – Discover Unbeatable Offers at Stanton Optical Bakersfield Store Before They're Gone!



With over 1,000 frames to choose from, Stanton Optical is the one-stop shop for all your eye care needs

retail stores.□□

Hours of operation for the [new store](#) are:

Monday – Friday from 9 am-7 pm

Saturday from 9 am-6 pm

For more information or to schedule an appointment, visit us at www.stantonoptical.com or call (661) 390-9426.□□□The list of Bakersfield locations include:

- 4492 Ming Ave, Bakersfield, CA 93309

- 491 Woollomes Ave #103, Delano, CA 93215

- 2300 Columbus St, Bakersfield, CA 93306 – NEW STORE

About Now Optics:□□□□

Now Optics is the largest founder-led private optical retailer in America. Established in 2006 to deliver on its mission of Making Eye Care Easy, Now Optics is changing the way we buy eyewear and is at the forefront of modernizing the eye care experience for all. Its top retail brand, Stanton Optical, merges technology and expert eye care through an omnichannel offering with locations across 32 states and growing. Dedicated to providing affordable and convenient eye health and eyewear choices, Now Optics makes clear vision accessible in even the most remote locations.

Learn more at www.nowoptics.com.

Suzanne Garcia

Now Optics

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