

Stanton Optical Opens New Location at 1975 W Texas St, Fairfield, CA

Bringing Same-Day, Affordable Eye Care to local families

FAIRFIELD, CA, UNITED STATES, October 1, 2025 /EINPresswire.com/ -- Stanton Optical, a leading provider of affordable and accessible eye care, is proud to announce the grand opening of its [newest location](#) in Fairfield, California at 1975 W Texas St. This is Stanton Optical's 12th location in the Sacramento area, reinforcing its commitment to Making Eye Care Easy across 300+ [locations nationwide](#).



Stanton Optical Fairfield Staff Celebrating Grand Opening Ceremony

Fast, Affordable Eye Care for the Whole Family

Eye exams are available on your schedule—walk in or [book online](#) for a same-day appointment.

“

Choosing Stanton Optical means choosing eye care that fits your life—not the other way around”

Daniel Stanton

Once your exam is complete, choose from over 1,000 stylish frames or shop from leading contact lens brands to find your perfect match.

In-store experts help you customize lenses based on your vision needs and lifestyle, with single-vision glasses ready in as little as 30 minutes thanks to our on-site lab. Whether you have vision insurance or not, Stanton Optical makes

eye care affordable for everyone—with value-driven offers like two pairs of glasses for \$79, including anti-glare lenses and a FREE eye exam*.

“Choosing Stanton Optical means choosing eye care that fits your life—not the other way around,” said Daniel Stanton, founder and CEO. “We’ve taken everything that slows down the traditional eye care experience and replaced it with speed, affordability, and real human service. From walk-in exams to same-day glasses, we’ve built a better way—and it’s available right in your neighborhood.”

Hi-Tech Eye Exams and Comprehensive Care

Eye exams at Stanton Optical are conducted by independent doctors affiliated with Physicians Eyecare Group, a trusted network of optometrists and ophthalmologists dedicated to delivering high-quality, patient-focused care. Each visit includes a comprehensive evaluation of your eye health, retinal imaging, and an updated prescription, ensuring that you leave with a clear understanding of your vision and overall ocular wellness.

Stanton Optical Unveils a New Store Design

The eyewear shopping experience is evolving. Stanton's reimagined modern store features a bright, inviting atmosphere that seamlessly guides customers from the eye exam process to frame selection and order pick up. The new concept prioritizes accessibility and comfort with:

- Spacious frame displays where customers can have fun discovering new styles.
- Comfortable seating zones that make the shopping journey relaxed and enjoyable.
- Kid-friendly interactive area designed to keep children engaged and entertained.

Our new store design reflects our commitment to making eye care easy for every customer.

Store Location & Hours

Address: 1975 W Texas St, Suite B, Fairfield, CA 94533

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 Fairfield 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

Landmarks: Located less than a mile from Allan Witt Park, within walking distance of major retailers.

Store Hours:□

Mon–Fri: 9 AM – 7 PM□

Saturday: 9 AM – 6 PM□

(707) 271-9001 | www.stantonoptical.com□

Latest Location Openings in the Sacramento area:

7510 Elk Grove Blvd, Elk Grove, CA 95757

4200 Florin Road, Suite C, Sacramento, CA 95823

3027 Countryside Drive, Turlock, CA 95380

1975 W Texas St, Suite B, Fairfield, CA 94533– NEW

About Now Optics:□

Now Optics was founded in 2006 with a mission to make eye care easy and accessible for everyone. Today, it is the largest founder-owned and operated optical retailer in the U.S., transforming how people buy eyewear and leading the modernization of the eye care experience.□

Through its flagship retail brand, Stanton Optical, Now Optics merges expert eye care with innovation to deliver a seamless, omnichannel experience. With more than 300 locations across 33 states the company offers same-day glasses, eye exams provided by independent eye doctors, and a tech-enabled customer journey built for speed, affordability, and convenience.□

Committed to expanding access to quality vision care, even in remote or underserved communities, Now Optics is redefining what modern eye care looks like. Learn more at nowoptics.com.

Suzanne Garcia

Now Optics

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/852528361>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.