

Stanton Optical Grand Opening in Hobbs, NM

Providing affordable eye care and same-day service at 313 W. Navajo Dr. Hobbs, NM

HOBBS, NM, UNITED STATES, October 22, 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 Hobbs, New Mexico at 313 W. Navajo Dr. This is Stanton Optical's 9th location in New Mexico, reinforcing its commitment to Making Eye Care Easy across 300+ [locations nationwide](#).



Stanton Optical Hobbs Staff Celebrating Grand Opening Ceremony

Fast, Affordable Eye Care for the Whole Family



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

Daniel Stanton

Eye exams are available on your schedule—walk in or [book online](#) for a same-day appointment. Once your exam is complete, choose from over 1,000 stylish frames or shop from leading contact lens brands to find your perfect match.

Our 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, 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: 313 W. Navajo St. Unit 400, Hobbs, NM, 88240

Landmarks: Less than 3.5 miles from the Western Heritage Museum and Lea County Cowboy

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 Hobbs 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

Hall of Fame and is walkable distance to major retailers.

Store Hours:☐☐

Mon–Fri: 9 AM – 7 PM☐☐

Saturday: 9 AM – 6 PM☐☐

(575) 221-2000 | www.stantonoptical.com☐☐

Stanton Optical locations in the greater Albuquerque area:☐

2601 Louisiana Blvd NE, Albuquerque NM 87110

10701 Corrales Rd #1B, Albuquerque, NM 87114

4079 Cerrillos Rd, Santa Fe, NM 87507

4906 E Main St, Suite B, Farmington, NM 87402

4208 Central Ave SW, Suite D, Albuquerque, NM 87105

2901 N Main St, Suite G, Roswell, NM 88201

313 W. Navajo St. Unit 400, Hobbs, NM, 88240 – 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

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