

Stanton Optical Grand Opening in Charleston, SC

Easy and affordable eye care is now available at 1662 Savannah Hwy, Charleston, SC 29407

CHARLESTON, SC, UNITED STATES, December 19, 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 Charleston, South Carolina at 1662 Savannah Hwy. This is Stanton Optical's 13th location in South Carolina, reinforcing its commitment to Making Eye Care Easy across 300+ [locations nationwide](#).



Stanton Optical Charleston Staff Celebrating Grand Opening Ceremony

Fast, Affordable Eye Care for the Whole Family



We've helped millions of people get the vision care they deserve, and we're excited to once again bring that same trusted experience to the Charleston community."

Lukana Justin

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*.

"Stanton Optical was built with one goal in mind: to make eye care easy," said Lukana Justin, Chief Marketing Officer. "Everything we do—from same-day service to affordable pricing—is designed around real customer needs. We've helped millions of people get the vision care they deserve, and we're excited to once again bring that same trusted experience to the Charleston

community.”

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

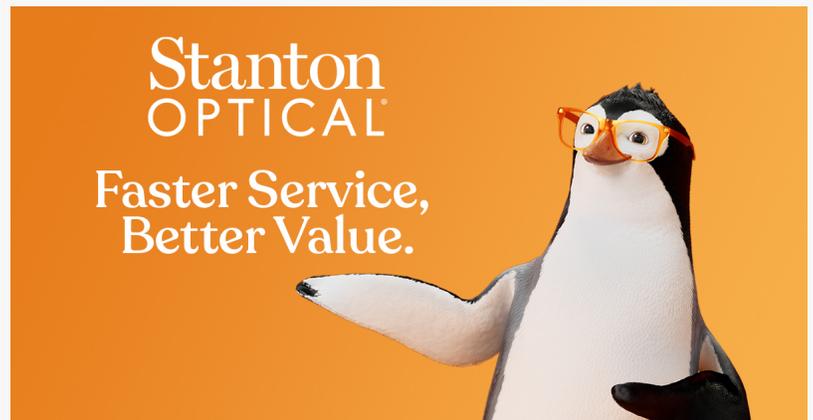
The eyewear shopping experience is evolving. Stanton’s reimagined modern store features a bright, inviting atmosphere that seamlessly guides customers from the eye exam process to frame selection and order pick up. The new concept prioritizes accessibility and comfort with:

- 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

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 Charleston 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

Address: 1662 Savannah Hwy #100, Charleston, SC 29407

Landmarks: Less than 1.5 miles from the Charles Towne Landing State Historic Site.

Store Hours:☐

Mon–Fri: 9 AM – 7 PM☐

Saturday: 9 AM – 6 PM☐

(843) 996-1272 | www.stantonoptical.com☐

Latest Location Openings in South Carolina

5580 Sunset Blvd, Suite C-1, Lexington SC 29072

1974 West Palmetto Street, Florence, SC 29501

5400 Forest Dr, Suite B, Columbia, SC 29206

3119 N Pleasantburg Dr, Greenville, SC 29609

1662 Savannah Hwy #100, Charleston, SC 29407 – 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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