

Stanton Optical breaks new ground in Seneca, SC

Affordable, same-day eye care and glasses now available at 1026 By Pass 123 Unit E, Seneca, SC, 29678

SENECA, SC, UNITED STATES, June 10, 2026 /EINPresswire.com/ -- (June 8, 2026) – Stanton Optical, a leading provider of affordable and accessible eye care, is proud to announce the grand opening of its [newest location](#) at 1026 Bypass. This is Stanton Optical's 15th location in South Carolina, reinforcing its commitment to Making Eye Care Easy across more than 300 [stores nationwide](#).



Stanton Optical Seneca Staff Celebrating Grand Opening Ceremony

Fast, Affordable Eye Care for the Whole Family

“

It's eye care designed to respect your time and meet all your needs in just one visit”

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 unique 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 and a FREE eye exam*.

“We are defining what modern eye care looks like—fast, simple, and convenient. In-store labs and innovative technology offer walk-in comprehensive eye exams and single-vision glasses made the same day at affordable prices. It's eye care designed to respect your time and meet all your needs in just one visit,” said Daniel Stanton, founder and CEO of Stanton Optical.

Hi-Tech Eye Exams and Comprehensive Care

Eye exams at Stanton Optical are conducted by independent eye care professionals affiliated with Physicians Eyecare Group, a trusted network of licensed optometrists and ophthalmologists. Using state-of-the-art optical equipment, these providers deliver high-quality, personalized care. Each visit includes a thorough eye health assessment, leaving you with confidence in your ocular wellness and care.

Meet Stan the Penguin

In 2021, Stanton Optical introduced Stan the Penguin, a brand ambassador representing the company's family-focused values and streamlined customer experience. Like Stan, the eye care process at Stanton Optical is cool, quick, and community-driven—with same-day exams and eyewear available in just 30 minutes.

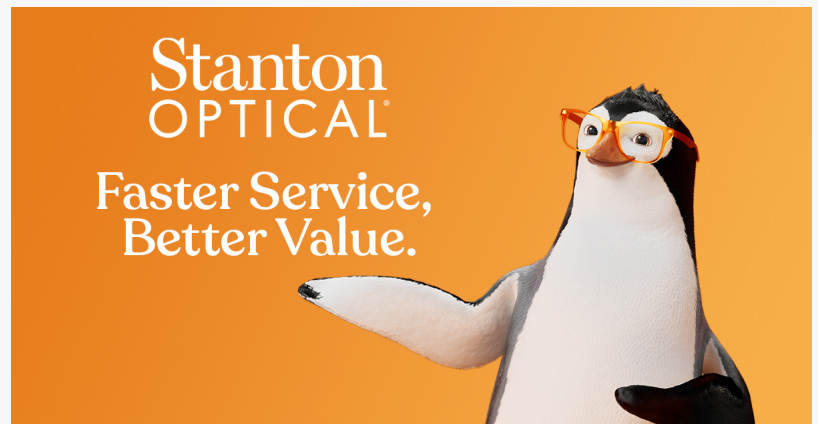
Stanton Optical Unveils a New Store Design

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.

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 Seneca 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

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

Store Location & Hours □□□□

Address: □1026 Bypass 123 Unit E, Seneca, SC, 29678

Landmarks: □Less than 2.5 miles from the Seneca Historic District; walkable from other major retailers.

Store Hours: □□□□

Mon–Fri: 9 AM – 7 PM □□□□

Saturday: 9 AM – 6 PM □□□□

(864) 259-3256 | □www.stantonoptical.com □□□□

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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