

Hugo Moreno González

Ver de Verdad



“ I saw an opportunity to make stylish and affordable eyewear products available to all Mexicans. ”

COUNTRY	Mexico
INDUSTRY	Consumer
YEAR SELECTED	2013
WEBSITE	https://www.facebook.com/OpticasVerdeVerdad

COMPANY SNAPSHOT

Ver de Verdad's 13 retail stores sell quality, stylish eyeglasses and accessories to low-income Mexican consumers at affordable prices. The company aims to bridge the gap between high-priced designer eyewear and the inadequate eyeglass options supplied to the nation's poor by public health groups. Ver de Verdad provides a full vision diagnostic service, first offering customers a free eye exam and then helping them choose attractive frames. The customer's unique specifications are then sent to one of three Ver de Verdad beveling and distribution centers to cut, assemble, and deliver the final eyeglasses within one hour. Ver de Verdad stores are strategically located in working class urban neighborhoods and the company plans to expand to cities across central and northwestern Mexico over the next few years.