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## **KRYS GROUP chose Clever Age for the revamp of its omnichannel eCommerce platform**

*Paris, March 27th, 2019 - Clever Age will assist KRYS GROUP in the revamp of its eCommerce platform*

KRYS GROUP (Krys, Vision Plus and Lynx Optique) aims to develop the e-commerce activity of its brands and boost its stores' visibility, attractiveness, brand image, and sales volume.

The company is currently looking at a **digitalisation** roadmap which includes a **common omnichannel platform**.

Clever Age will assist KRYS GROUP in this revamp, on the e-commerce solution Proximis, in order to develop the link between online and offline and improve product distribution management.

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### **About Clever Age :**

Our positioning is 100% digital. Our experts in interactive communication, technical architecture, and infrastructure operate on the whole production chain. We provide our clients with more than 300 Web professionals for their strategic projects, coordinated by experienced project directors that will guarantee our proven methodology.

Since the creation of the company in 2001, we have been working on Web and mobile projects exclusively. The company has grown in accordance with our three founding values :

- Independence: we guide our clients in their strategic decisions without any external pressure
- Technology watch : our sector requires a thorough technology watch to build strong beliefs, in order to help our clients stay on the right track and to seize opportunities
- Durability : we want to set up systems that will be effective in the long term

Find all Clever Age information on [www.clever-age.com](http://www.clever-age.com)

### **About KRYS GROUP :**

KRYS GROUP, the French leader of the optical market, stands out with its cooperative values which have been its trademark since its creation in 1966.

With 1398 stores worldwide divided in 3 complementary brands - Krys, Vision Plus and Lynx Optique - KRYS GROUP's turnover reached more than 1 billion euros in 2018.

As the first glass-maker to obtain the "Guaranteed Made in France" in 2012, KRYS GROUP is the only optical group to make its own spectacles in France, in Bazainville (78). A token of quality, rapidity, and competitiveness which benefits our 4 million clients.

### **Press contact :**

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