



Warby Parker Partners with Creator Nathaniel Drew to Launch 'See With Intention?' Campaign

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Warby Parker, the direct-to-consumer eyewear brand known for combining design, affordability, and social impact, today announced a strategic partnership with writer, filmmaker, and digital creator Nathaniel Drew. The collaboration introduces the 'See With Intention?' campaign, a content-driven initiative focused on mindfulness, creativity, and how perspective shapes the way people see both the world and themselves.

Since its founding, Warby Parker has built a strong reputation by reimagining the eyewear industry through accessible pricing, thoughtful design, and its Buy a Pair, Give a Pair program. As the brand continues to evolve, Warby Parker is expanding its storytelling to explore themes that go beyond eyewear, including intentional living, creativity, and mental clarity. Partnering with Nathaniel Drew supports this direction by aligning the brand with a creator known for reflective, purpose-driven content.

Nathaniel Drew is a respected filmmaker and writer with a highly engaged audience across YouTube, Instagram, and podcasts. His work focuses on personal growth, creativity, mental health, and exploring the

deeper meaning behind everyday experiences. Drew's thoughtful approach and emphasis on curiosity and self-reflection make him a natural collaborator for Warby Parker's latest campaign.

"Nathaniel brings a rare depth and honesty to his storytelling," said Dave Gilboa, Co-Founder and Co-CEO of Warby Parker. "The 'See With Intention' campaign is about slowing down, paying attention, and choosing how we engage with the world. Nathaniel's voice helps communicate that message in a way that feels authentic and human."

The campaign will roll out in multiple phases over the coming months. The first phase, "Perspective Shifts," will feature a series of short films and written reflections created by Drew, exploring how intentional choices—such as what we focus on, how we consume information, and how we express creativity—shape our daily lives. Warby Parker eyewear will be integrated naturally throughout the content, emphasizing comfort, design, and functionality without overt promotion.

Phase two, "Creative Focus," will spotlight conversations around creativity and mental clarity. Drew will host guided discussions and digital journal prompts encouraging audiences to rethink their relationship with work, screens, and self-expression. Community members will be invited to share personal reflections, with selected stories featured across Warby Parker's digital platforms.

The partnership will also include live virtual events, Q&A sessions, and collaborative content exploring topics such as creative burnout, intentional routines, and mindful consumption. Insights gathered through audience engagement will help inform future Warby Parker storytelling and community initiatives.

"I've always been fascinated by how attention shapes our lives," said Nathaniel Drew. "This campaign with Warby Parker is an opportunity to invite people to slow down and reflect on how they see the world—literally and metaphorically. It's about choosing clarity over noise and intention over autopilot."

Industry observers note that collaborations between medium-sized consumer brands and thoughtful creators allow for deeper, more meaningful engagement than traditional advertising. By partnering with Nathaniel Drew, Warby Parker reinforces its position as a brand that values creativity, reflection, and purpose alongside product innovation.

The "See With Intention" campaign will be featured across Warby Parker's website, email channels, and social platforms, as well as Nathaniel Drew's content ecosystem. Together, Warby Parker and Nathaniel Drew aim to encourage audiences to approach everyday life with greater awareness, curiosity, and intention.

About Warby Parker

Warby Parker is a modern eyewear brand offering designer glasses at affordable prices while leading with social impact and customer-first innovation.

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