

The

SPECTACLE FACTORY

a definitive guide to

**CHOOSE
YOUR
PERFECT
GLASSES**

WHY IS CHOOSING THE RIGHT GLASSES IMPORTANT?

Whoever you are, whatever you do, wherever you go, your glasses are the first thing someone sees when they look at you. They tell the world who you are. They are undoubtedly the most important part of your outfit.

Not only that, but they are also one of your most useful tools. They help you to see! That may seem obvious, but you probably take your glasses for granted. Virtually every activity you do is dependent on your vision. Even if your glasses made things only slightly clearer and slightly easier, isn't that worth a lot to you?

And what if one pair of glasses made things even clearer than another – and made you look better too – you would want that pair, wouldn't you?

THE PROBLEM

Most people hate choosing glasses. It's hard to know where to start, let alone weighing up considerations like comfort, durability as well as style.

THE QUESTION

Will you choose your glasses the same way you've always done? Are you ready to try something different? Do you want to follow a process that guarantees you make the best choice?

THE ANSWERS

I promise that by following the advice outlined in this book, you will get the right glasses, and even enjoy the experience of choosing them.



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SEEING GLASSES FROM A NEW PERSPECTIVE

Face shape has almost nothing to do with whether you suit a pair of glasses! Most people would probably disagree with this statement, including the majority of my fellow professionals, but I would bet my career on it, so allow me to elaborate...

Years of helping people choose their eyewear has allowed me to see the same clients wearing frames of totally different shapes at various points in time. And at each moment, they really did suit them. Their face didn't change, so what did? What changed was their taste, which is a product of fashion and personality.

We are all governed, to an extent, by fashion. You might not like to think so, but there's a reason why we're not all wearing top hats and petticoats anymore. However, our personality dictates our own personal interpretation of the current fashions.

Now bear in mind the very first point I made in this book... "Your glasses are the first thing someone sees when they look at you. They tell the world who you are." The way to decide if a pair of glasses is right for you is all

about whether they reflect your personality.

My advice to you: Forget about choosing glasses you think you 'suit' - that approach will probably lead you to boring or familiar frames. If you choose the right glasses, you will quickly grow to suit them. Think about people you admire, perhaps a favourite TV personality, maybe a musician or even just a friend you think is cool. Look at the kind of glasses they wear. And consider, what do their glasses say about them? Then think, 'what should my glasses say about me?' For example, one of the first questions I ask clients is whether they are the kind of person who wants to be noticed, or someone who prefers to blend in. This is one of the factors which influences what frames I will suggest.

An expert optician can help you match the right frame to your character. As you wear those glasses, they will soon become part of you. I hope this guide will turn what is usually a boring, painful process into one you actually enjoy. I know from experience that choosing glasses can be fun, it can be inspirational, and it can be aspirational - a chance to improve yourself! You can not only achieve better vision, but also a better look. And most important of all, it's an opportunity to express yourself; show the world who you are through your eyewear. Good luck!



/ LET'S GET STARTED

5 TIPS TO PREPARE YOU TO CHOOSE THE RIGHT GLASSES

RESEARCH FIRST

I'm yet to see a client who has been going from place to place for days or weeks look like they're enjoying the experience. You would think that by doing so you would get the most choice, but the fact is that most glasses on the market are supplied by the same few companies, who aim to produce glasses with mass appeal. Therefore you end up with rows and rows of frames that all look the same, no matter where you go to shop. Want to look the same as everyone else? Then fine. But if you want glasses as individual as you are, not to mention high-quality ones that feel super comfortable and last a number of years, then that isn't the right approach. There are a select few companies out there who have a passion for unique eyewear - where each frame is special in its own way, and they are worth travelling to find.

A common assumption people make is that once they've had their eyes tested, all they need to do is get their prescription in a set of frames, and they will see perfectly. Therefore, it doesn't matter where they go to buy their glasses, at least in terms of their vision. However, as you will see in the '3 steps to better vision section', there's a lot more to it than that, so I recommend that you research the technology and expertise that an optician provides before you visit.

ESCAPE YOUR COMFORT ZONE

This is probably the hardest part of choosing new glasses. Your comfort zone is your enemy; it's one of the main reasons why people find selecting eyewear such a painful experience. The challenge is that when you wear glasses, you get used to seeing yourself in those glasses, and over months or years you subconsciously start to think that's how you should look in glasses. The longer you have the same glasses, or at least the same style of glasses, the more this effect occurs.

We all want to make the right choice. More importantly, we don't want to make the wrong choice. So fighting against your comfort zone is far more easily said than done, but there is a way to beat it. The two crucial steps are to have an idea of what character you want your glasses to portray before you try frames on, and then give the frames a chance. I can't stress this enough. Trying any frame on for a second and then putting it back down does not give you chance to fully appraise what those glasses do for you. Very often, the pair of glasses that ends up being perfect for someone is the one they were unsure of at first glance.

BE CONFIDENT IN YOUR OWN OPINION

I've seen people talked out of glasses that look amazing by a friend because they weren't to their taste. It's very difficult for someone who is used to seeing you in the same glasses to immediately get used to you looking different. Approaching the decision alone is quite scary for the majority of people, and if that's true for you then I would definitely recommend having a friend or family member – someone who really knows you – there to assist you. But do try to find someone who you think wears great glasses, if possible.

Opticians who can give you good style advice are hard to find, but it's very useful to get the view of someone without any preconceived ideas of how you look. I get told all the time, after a client has fallen in love with a certain pair of glasses, they would never have even picked that pair up if I hadn't suggested it to them. Ultimately, it's all about what is right for you, because it's you that will be wearing the glasses every day, potentially for the next few years. Listen to advice, but try not to take anyone's opinion as gospel. Your glasses should be about you!

ONE PAIR MAY NOT BE ENOUGH

Our modern lives place incredible demands on our vision. Driving in the rain at night at 70mph is something our natural vision isn't necessarily prepared for. Neither is spending all day looking at digital screens. In a way, glasses are like shoes – the more task-specific they are, the better they perform. If I wanted, I could wear the same pair of shoes all day every day. But if I wanted to go to the gym, I'd probably wear trainers, and if I wanted to look smart, I probably wouldn't choose the trainers! If you do a lot of any single activity, it may be ideal for you to have glasses designed for that task.

If you want to look your best at all times, it's a good idea to consider investing in different pairs for different outfits and occasions. A smart/evening pair and a casual pair might be a good place to start, perhaps with different lenses each designed to enhance your vision for certain activities. This also means you have a spare pair, and experience tells me you never know when a spare pair might be needed.

/ TIP FIVE

DON'T FORGET ABOUT FUNCTION

You can come to hate a pair of glasses that look fantastic. If they slip down your nose, irritate behind your ears (the bone behind your ear is called the mastoid, and it's one of the most sensitive parts of your body), or if they break easily, you will quickly regret buying even the most beautiful eyewear. An expert optician is able to tell you where a given frame originated from, how that pair was made, and how much maintenance they will require. They are also the person most qualified to advise you how comfortable your glasses are going to be.

Remember that how a particular frame feels for the minute or two you are wearing it in the store is not how they will feel when worn all day, especially if having your lenses in will add some extra weight. Your glasses should be adjusted for you to ensure they will fit securely without causing any discomfort before you buy them. Thanks to modern innovations, there are glasses out there that are so light-weight, you can barely tell you have them on. Eyewear like this can have an incredible impact on how comfortable you feel every single day.



3 STEPS TO BETTER VISION

1 / PRESCRIPTION

Of course, testing your eyes and finding your most accurate prescription is vital. You shouldn't feel rushed through this process, because it's a subjective one where deciding between 1 and 2 isn't always easy. When you book an eye test, it's a good idea to ask how long the appointment takes. 25 minutes is a good amount of time to get accurate results. Certain technologies, like our Zeiss iProfiler, which assesses small aberrations within your eye, can help to give you your most perfect prescription, which is known as an iScription.

2 / LENS CHOICE

The type of lens you choose can affect everything from your peripheral vision to your night vision. Virtually every aspect of your sight can be enhanced by the lens type that you have made to your prescription. But not all opticians offer the same lens technologies and it can be a challenge to know how much difference new lenses can make. Many opticians can explain the differences, and that's ok. But we go one step further, and show you what different lenses are like to look through in different situations, using virtual reality technology.

3 / PERSONALISATION

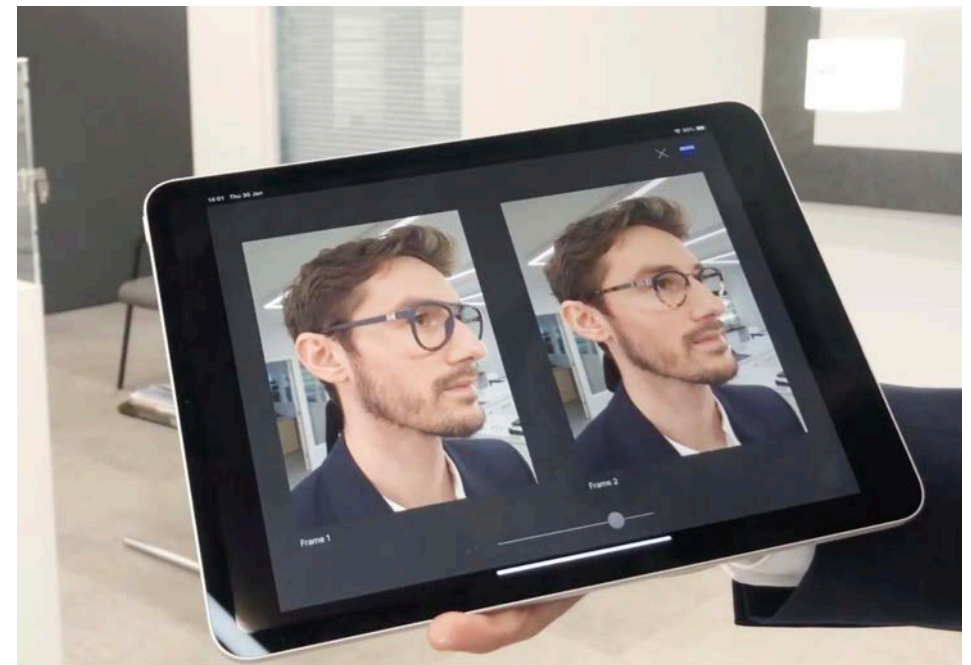
Just like a tailored suit will be more comfortable than an off-the-peg one, a customised lens will be more comfortable than a standard lens. However, you can't make something truly bespoke without being able to measure accurately. If your optician isn't using a digital measuring system to assess you, they can't be giving you the most accurate lens.

A digital measuring system, like our Visufit 1000, allows us to create a very accurate 3D profile of how you wear your glasses. Accurate lens position can improve your field of view by up to 40% and minimize headaches and eye strain.

TECHNOLOGY IS KING

Looking in the mirror has its limitations. The most obvious is that if you need glasses, you probably can't see too clearly when you look in the mirror without them! In addition to that, you only see yourself front-on, whereas in reality, people are looking at you from all angles. Very seldom do they look at you perfectly square on. Using an iPad, for example, is definitely an improvement over looking in the mirror, and much better than a relatively small smartphone screen as well. You can put your glasses on to view the pictures, and quickly switch between a few pictures of yourself in different frames, making comparing and contrasting styles very easy.

Even better however is the new Visufit 1000 device, which takes a 3D scan of you in the different glasses you're considering. Following that, you can see yourself from all angles, and this gives a much more realistic perspective on how you will appear to the world. What's more, you can even see how different lens tints can enhance your style (which can make an enormous difference to the finished article). I really believe this technology revolutionises how you choose glasses.





HOW TO CHOOSE GLASSES WHEN YOU'VE NEVER HAD GLASSES BEFORE

In many ways, this is one of the hardest decisions you'll make. What most people find is that when they need glasses for the first time, all the frames they try on look wrong. Therefore they usually end up choosing the least offensive pair they can find.

So, you've just had your eyes tested and been told you need to wear glasses for the first time. How do you feel? - Self-conscious? - Apprehensive? - Maybe just a little excited? Well, don't feel self-conscious, because wearing glasses is extremely common nowadays, and nobody whose opinion matters is going to judge you because you wear glasses (although you will definitely be judged on the glasses you choose!) Don't feel apprehensive, because by following this guide, you can't go wrong. But do feel excited, because this is a chance to add an accessory to your wardrobe. Think of glasses like you think of your watch, or jewellery. The right eyewear can genuinely enhance how you look, and make you stand

out from the crowd, whether on a night out or at a job interview. Hopefully now you're feeling slightly excited!

It's crucial to remember that every frame you try on will feel wrong at first, and there's not much you can do about that. You're putting a big piece of metal or plastic right in the centre of your face. Remember the 5 tips I gave you earlier, and approach your choice with confidence. First of all, consider and identify the general look you want, and then try different variations of that look. When you think you've found one or more frames that feel like a good match to your overall sense of style, be brave and go with it!

HOW TO FEEL EVEN BETTER ABOUT YOUR NEW GLASSES

How environmentally friendly a product is may or may not affect your buying decisions, but it is definitely something people are becoming more conscious about. If our glasses can make a difference in reducing plastic waste, that makes me even more proud to recommend them.

There are three methods of manufacturing frames which either avoid or minimise the use of plastics. The newest is 3D printing. Because 3D printing is an additive process, only the exact amount of material needed is used, which means no wastage. Another approach is by using bio-based (renewable) or recycled materials. And lastly, frames made from natural materials such as leather avoid using plastics completely. Leather frames also have the advantage of being one of the most comfortable types of glasses you can buy.

You may also choose to be conscious about the methods used in the manufacture of your lenses. Zeiss, one of our main partners, recently began an initiative which will ensure the use of 65% less plastic material in the Zeiss lens portfolio. This is one of the major reasons why we recommend their products.





WHY I'M PASSIONATE ABOUT INDEPENDENT EYEWEAR

When most people think of 'good' glasses, they think of 'designer glasses', and what they usually mean by that are frames made by companies like Ray-Ban, Oakley, Prada, D&G, Chanel, Armani etc. But did you know that all of those brands (and many more) are, in fact, owned and made by the same huge corporation? That's right: they are all made under the same roof by the same workers using the same machines. Not quite as special as they would like to make you believe, and the quality, in my opinion, is average at best. You are paying largely for a name.

Then there are companies owned and run by people who live and breathe eyewear design. They are more like groups of artists than corporations. Every piece they design is done with the intention of making someone, somewhere, look amazing. You wouldn't believe the amount of time they spend innovating and perfecting their glasses. They want to make the very best quality

eyewear, because their reputation depends on it. Don't just take my word for it; if you look at the glasses that influential and successful people all over the world tend to wear, they almost all come from these kinds of designers.

There's a quote I love, attributed to Gai Gherardi, founder of LA Eyeworks: "A face is like a work of art. It deserves a great frame." I want to reiterate that your glasses should be a reflection of your personality. You are unique, and your glasses should be too. The best way to achieve that is by choosing glasses made by independent designers, who offer far more variety in shapes, sizes, colours and materials than the mainstream brands.

**A FACE IS LIKE A WORK OF ART.
IT DESERVES A GREAT FRAME.**

Gai Gherardi

/ GOING THE EXTRA MILE

OUR VIP EYECARE SCHEME

All of our clients are VIP's. And every pair of glasses we produce is a pair we're proud of. That's why every six months we do a comprehensive service on each pair you have. This involves cleaning them with an ultrasonic cleaner, which removes dirt from places where it can be very hard to get to, checking each and every hinge, joint, and screw, switching out replaceable old parts (such as nose pads) for new, and finally readjusting them to fit you perfectly. The result is that each six months, your glasses are like new again.

/ GOING THE EXTRA MILE

LOVE YOUR GLASSES GUARANTEE

Because we're so confident that our unique process guarantees you get the right eyewear, we give you a three week period where you can return your eyewear and exchange them for a different style, should you change your mind.

We call this our 'Love Your Glasses' guarantee.





/ CONFIRMING YOUR CHOICE

7 QUESTIONS YOUR OPTICIAN SHOULD BE ABLE TO ANSWER

- 1 / What is the best lens type for me?
- 2 / Can one pair of glasses cover everything I want?
- 3 / Do these new glasses reflect my character?
- 4 / How and where are my glasses made?
- 5 / What techniques do you use to measure me accurately for my new lenses?
- 6 / What if I have a problem with my glasses?
- 7 / How much maintenance will my frames require?

WHAT OUR CLIENTS SAY

“Having worn glasses from the age of 7 and now being 53 I have had some considerable experience of opticians! Having travelled the world extensively and lived for differing periods of time in different parts of the world, I have also experienced Opticians in many countries too. I can say, without any reservation that the standard of service I have received in all these places, is as nothing compared to the Spectacle Factory.” *Robert H.*

“I visited The Spectacle Factory to see what glasses they would recommend for me, not only the style but the product (lenses) that would suite my lifestyle and work requirements... Was the extra cost worth it? Was it just sales talk? I took the plunge, initial thoughts were “ooh, what have I bought” - there was a slight delay for my eyes to focus as I changed my view. After a week of use, my thoughts had turned to “these are amazing”. Definitely worth the extra; eyes adjusted. So easy to live with and no more stiff neck using the laptop, I was sceptical but not anymore!” *Stephen M.*

“Got my first ever specs from here. Delighted with them and the service I received. Happy to recommend!” *Paul A.*

“This particular spectacle store was a new experience for me. The team couldn't do enough to help me through the process of choosing my new specs. I'm really fussy as my wife and daughter will testify so they were well pleased to know that they didn't need to come along to help me choose! I have also enjoyed lots of free coffee along the way. They are really passionate about making sure you get the right specs. Thank you for getting me out of my comfort zone and helping me choose specs that I wouldn't have usually chosen.” *Mike F.*

“I have experienced your belief that every customer is an individual and the fact that you strive for customer satisfaction. The fact you make me feel valued as a customer and i am not just another person with unusual or awkward requests or ideas. I have visited many opticians and been disappointed with badly fitting glasses or being “bullied” in to accepting a product i was not 100% happy with. The Spectacle factory does not compromise on what an individual wants. You push the boundaries of customer service to achieve the aims of the customer, offering guidance and support unlike no other place i have been to.” *Paul R.*

“Excellent, amazing, superb, professional, knowledgeable – these are just a few words to describe the best opticians in the north of England.” *Scott C.*



ABOUT THE AUTHOR

I've been styling the people of Lancashire and beyond for the past 10 years. I love advising clients on how to look their best and get the best vision possible. I have experienced every aspect of eyewear, from the design and manufacture, to choosing, to fitting, as well as maintenance and repair of glasses. My job has seen me travel around the world, to learn about the latest technologies and creations in the world of optics, and I've had the privilege to meet many global innovators along the way. And I enjoy my work. That's why I spend much of my free time learning, researching and educating. That's why I was passionate to write this guide, to help people like yourself to find your perfect glasses.

Robert Sands

eyewear
EYEWEAR
FOR THE
top the
INDIVIDUAL
individual

C O N T A C T U S

thespectaclefactory.com

hello@thespectaclefactory.com

01772 312213

V I S I T U S

Unit 1, Dewhurst Row,
Bamber Bridge, Preston
Lancashire. PR5 6BB

DESIGNED BY JACK WATKINS
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