



Whiz Kids and specs

As the back-to-school date approaches, *Optician* rounds up some of the best frames for children

As the summer enters its final few weeks, parents everywhere will be kitting out their children for the return to school. A new pair of ophthalmic frames could well be added to the shopping list if the right frames are in stock and on show at your practice.

Brulimar is a major supplier of children's eyewear with its Bench, Lee Cooper and Pineapple collections.

'All of these eyewear ranges are part of well-loved and established brands and this means they are the perfect choice for kids to wear when they return to school in September,' says

Howard Librae, managing director of Brulimar Optical Group. 'All of the glasses have experienced phenomenal popularity since launching and by incorporating the very latest in adult fashion and state-of-the-art eyewear materials with such brilliant brands we are expecting fierce demand for them.'

Ridgway Optical has just released the MX89M, a new flex hinge unisex model for young children. The frame comes in bronze, blue and burgundy with two eye sizes and two temple lengths available.

'This comes from our MX range of frames that are specifically designed to maximise the comfort and fit for the patient,' comments David Ridgway,

managing director of Ridgway Optical. 'We visited several practices and considered advice prior to designing the new model. It has been designed to give flexibility of fit while the round shape optimises the viewing area. Young children notoriously peer over the top of their frames rather than through the lens and the round shape goes some way in counteracting this.'

Frames in the Blitz Kidz range from Norville Eyewear are said to offer exciting eye shapes and feature bold colours and trendy patterns. One of the new models recently introduced to the collection is BK019, which is available in pink, blue and butterscotch.

Continental Eyewear has



- 1 3014C from Lindberg
- 2 5644100 from OWP
- 3 5891300 from OWP
- 4 Esprit ET17412 from Charmant
- 5 KV15 from Emporium Eyewear
- 6 Lazer Junior 2104 from Continental
- 7 Police VK028 From De Rigo
- 8 Dolce & Gabbana 174 from Luxottica
- 9 MX89M from Ridgway
- 10 JCP5270 from Continental Eyewear
- 11 Lacoste 3608 from Marchon
- 12 Lacoste 3101 from Marchon
- 13 R4396 from Rodenstock
- 14 R4395 from Rodenstock
- 15 OK306 from Ogi
- 16 Blitz Kids BK019 from Norville
- 17 Visage 386 from Optical Service
- 18 Whiz Kids Quiver from Dunelm
- 19 Whiz Kids La Paz from Dunelm



for tots

experienced significant growth in its sales of children's frames in the past 12 months due to strong performance from the Lazer Junior range.

'The Lazer Junior collection was based on the fundamentals of value for money, quality and fashion,' comments Neal Grimason, sales and marketing director at Continental Eyewear.

'Children are becoming ever more savvy in their choice of eyewear. They are very aware of what they want and are not afraid to voice their opinions. The most recent additions to the Lazer range are manufactured in TR90, which is aesthetically pleasing, light and strong.'

Dunelm Optical is launching new

styles within its Whiz Kids range this autumn, with the aim of being top of the wish list for fashion-conscious youngsters. One of these is the Creek frame, a simple, effective retro silhouette that draws on the latest adult fashions. With a nod towards Harry Potter and his penchant for rounder shapes, this plastic frame is available in classic black, brown mottle and grey, with pins on the temples and sides.

Peter Beaumont, director at Dunelm Optical, said: 'Children's frame designs are so much fun, and with kids daring to be more experimental now that spectacles have been verified as a true fashion statement, the possibilities are endless. In general, bright colours

are a popular choice with the younger market. Boys' styles tend to have more subdued colours, whereas girls will be more adventurous with their choices. Heavy sides and strong colours remain a clear trend with both plastics and metals selling well.'

Rodenstock has added two new Memory Titanium models to its successful Rodenstock Kids range of complete spectacles. The R4395 and R4396 are available in a selection of bright colours and with different lens options. Memory Titanium spectacles are designed to be light yet strong and adjustable with the highly flexible bridge and sides, making the frame shock resistant.



Featuring frames

continental
eyewear



20 Tomato Glasses Baby b good from Tots Specs

21 Junior 1G from Minima

22 Leader Max from Hilco

23 Jellybeanz from Atlantic Optical

24 Kangol Kids K15 from Jay Jay Optics

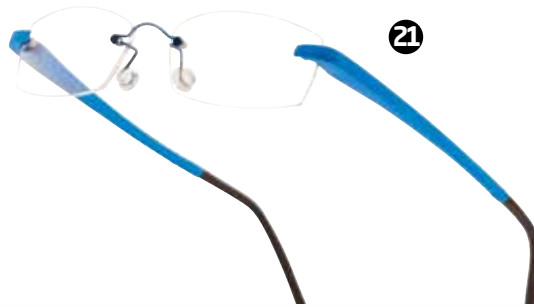
25 Kangol Kids K2 from Jay Jay Optics

26 Lee Cooper LCK Boy from Brulimar

27 Hubert from Fleye

28 Marte from Fleye

28 Tweens GU9180 from Guess



Jellybeanz paediatric eyewear is designed with the help of Moorfields Eye Hospital and is distributed by Atlantic Optical. The product has been carefully designed to meet the very special requirements of infants up to five years of age. It is made with the high quality materials and features German OBE hinges, hypoallergenic bridges and temple sleeves that are built for strength and durability. The smallest eye size is 32mm, which ranges up to 42mm. The collection features soft pastel colours and products comes with a 24-month replacement warranty that covers patient breakage.

Tots Specs specialises in frames for babies through to school-aged children and was set up by Sarah Gillingham after her son was diagnosed as having a congenital cataract at three days old.

'After all the amazing work and investment of time and effort by the NHS to treat my son, the only option available was a small pair of poorly fitting metal framed glasses,' explains Gillingham. 'Those first weeks after birth when the optic nerve is establishing its links with the brain are too important to jeopardise by using anything but the best available frames. I searched for other frames but was told none were immediately available, and it was at that point that I decided I would create a company to ensure other parents could walk into an optical practice and have frames sent to them the next day.'

Earlier this year, Tots Specs won the Optra Award for best children's frame for a frame from the Tomato Glasses range, which the company imports from South Korea. Tomato Glasses are constructed out of the shape-intelligent material TR90, which means if children play and twist their spectacles, the original shape comes back as though nothing had happened. ●