

Featuring frames



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Affordable frames

Optician rounds up a selection of frames which allow practice clients to spend less without compromising design and quality

With the UK back in recession, it is a good time for practices to think about their range of affordable eyewear. Such frames are aimed at a lower price point, but that is not to say that they cannot offer design features and materials usually associated with more expensive products.

International Eyewear offers value for money with its frames in the OK Frame Company collection. The range offers features such as robust flex hinges, superior base metals and enhanced plating at a low entrance price. In addition all frames have

round temple wires for easy adjustment, making them dispenser friendly. This value for money is specifically evident in children's models OK 2127 and 2128

Brulimar offers Geek Chique frames, a range that is accessible to people who want to tap into the current trend for Geek-inspired, vintage frames without paying designer prices.

'We have seen a huge surge in demand for retro-style frames and the Geek Chique collection taps into the trend for nerd-inspired, high-fashion frames,' explains Howard Librae, managing director of Brulimar. 'The celebrity craze for geek chic

eyewear, along with the catwalk and films, has really driven the popularity of these styles.'

Continental Eyewear puts forward its Lazer range which it says attracts the most favourable comments from customers from a quality and value for money perspective.

'The designs cover both children's and adults' fashionable frames and offer design features usually associated with more expensive frames,' says Neal Grimason, sales and marketing director of Continental Eyewear. 'Over 60 models are available so there is a massive choice too.'





Continental has also recently launched six new styles in its Cameo range that draw on current trends including 'geek chic'.

For men Ridgway Optical offers Harry, a fashionable frame with wide temples in hypoallergenic lightweight stainless steel and a spring hinge, while Paige is a women's frame in the same material with laser cut temples and silicone pads.

The Maizee range from Norville Eyewear offers a striking mix of metal and acetate, a combination of bold colour blends raspberry and olive, blush pink and solid tones.

From Dunelm's own brand is Retro 270, available in brown, grey and black. This metal frame offers a softer cat's eye look with rounder edges and cut-out 3D effect sides.

From William Morris is the Charles Stone New York collection, which is styled as a recession brand and features high fashion design and superior build quality at a low entry price point. Thirty-two styles with colour effects to the fore make up the unisex collection.

Rodenstock's Netline range of complete spectacles is said to offer value and quality, incorporating an attractive choice of frame

styles and colours for men and women.

Charmant highlights women's model AR16321 in its Aristar range. The frame has a well-constructed strong front with tapered see-through temples. The mono-colour cloisonné details on the temple provide a soft contrast with the front.

Galaxy Optical's eyewear collection Retro '54 includes styles for men and women inspired by the 50s, 60s, 70s and 80s eras. The optical collection comprises 11 styles in two colour combinations, in a mix of plastic and metal materials and includes Retro 02, a heavyset acetate in a classic masculine shape. ●