



**T**he promise of a worn look of vintage America won Bath-based Inspects the licence to produce a first ophthalmic range for Superdry last year.

Setting out on its design journey, roof down on the Cadillac and Buddy Holly playing full-blast, Inspects combined heavy acetate with brown leather temples for its Optician Award-winning Officer frame.

The square-fronted retro frame was the boldest of this year's entries but by no means the most expensive, retailing at £90-£130.

'A lot of inspiration came from old frames from the 1950s/60s and vintage American icons,' says Inspects PR and marketing assistant Helen Blewitt.

Produced in Japan, the Officer frame boasts high spec features such as seven-barrel hinges, a laser engraved top brow, metal front trims and temple tip branding.

Officer was positioned at the top end of a Superdry collection including 14 other men's, women's and unisex styles, called Dean, Navigator, Jetstar, Harper, Brando, Riley, Depp, Caine, Daisy, Kitty, Jools, Hope, Honor and Holly.

The aim with Officer – the only all male line – was to reach beyond Superdry's teen to mid-20s niche market. 'Age isn't something you can pin down. Officer is for someone who wants to make a statement and pays attention to every aspect of their look,' says Blewitt. 'We check Twitter and Facebook, and people can't believe the price point because the frames are so beautiful and have a high end Japanese standard.'

Officer was released at last year's Mido in two colours – Havana tortoiseshell and a black to clear fade – before Vision Express took on chain exclusivity for the release between October 2011 and January this year. A wider release to select independents in the UK has since followed and Inspects is to add new colours at this year's Mido.

Blewitt says: 'Superdry has been very creative and great to work with. On top of this, they have a strong

## Frame of the Year – Superdry Officer by Inspects

Any doubts that high street fashion brand Superdry would cut it in the world of eyewear have been erased after licensee Inspects won Frame of the Year at this year's Optician Awards. **Joe Ayling** reports



brand following. This is the very first Superdry ophthalmic collection so it has been a learning curve for them as well as us.'

Despite the brand's late entry into ophthalmic frames, Superdry has emerged as a fast-growing fashion brand. Parent company SuperGroup floated on the London Stock Exchange in 2010 following strong sales in the UK and expansion into Europe. This meant Inspects had the task of translating the familiar industrial feel of Superdry's products and stores into an optical product.

### Retro packaging

Judges for the Frame of the Year category were in agreement that Inspects had married the Superdry look and branding with a retro feel for the design of the Superdry ophthalmic range. Packaging of the product, in an old-school wooden pencil case that slides shut, and accompanying POS packs also made an impression on the judging panel, as Inspects edged out more established optical brands to take home the award.

Inspects CEO Robin Totterman adds: 'We are very proud to have received this award, and to win in such

### HELEN BLEWITT

'**W**e thought the awards night was brilliant – a great atmosphere, fantastic venue and really liked the new look of the awards. It was fantastic as well to meet some of the other finalists across other categories and find out more about them and their work. The night was a real success as a celebration of the optical industry.

'When the winners were read out, as clichéd as it sounds, it did take a few moments to realise that it was indeed Inspects that was announced, and it was us who should make our way to the front. It was a slightly nerve-racking moment, standing in front of such a large crowd, but such a proud moment to accept the award on behalf of the whole company. A perfect celebration of the team's hard work, and brilliant recognition for the inaugural Superdry optical collection.'



**Helen Blewitt and Suzanne Pearse, design director**

esteemed company is a great accolade for Inspects and proves that putting original design and top quality first, matters.

'The Superdry Optical collection only launched seven months ago, so what a way to celebrate the launch of this new brand to the eyewear market. We're hugely thankful to *Optician* for making this possible.' ●

● **Frame of the Year**  
Winner - Superdry Officer, Inspects

Shortlisted  
Black Label, William Morris London  
Double Bloc Titanium Horn, TD  
Tom Davies  
Pinfeel 2, Riviera Eyewear