

The Eye Zone

Experts in Eyewear.

LIFE.

BY RUPA SAMANI

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This is the time of year when things get back to some sort of “normal” after the summer. The chilly nights start, the sun sets earlier, and we get the “Christmas is only 2 months away” buzz. Well, lets leave Christmas and the festive season for our next newsletter, we want to make the most of our summer memories!

September saw us attend our second annual Independent Opticians conference. This was a 2 day event in Manchester. It was the weekend of the heatwave, London was basking in beautiful sunshine, we were dressed in shorts and t-shirts and looking forward to staying in the air-conditioned hotel.

As we got further north on the M1, the clouds started to turn grey, the heavens began to open and the temperature dropped! They say be careful what you wish for; we ended up spending 2 days in a very cold conference room trying to stay warm with the limited layers we packed. Nevertheless, we had a great time meeting like-minded independent practice owners, all looking for ways to improve the client experience in their practice. There were motivational pep talks, networking events and the opportunity to have a sneak peek at new and unique eyewear brands.

These events remind us of the big world of optometry and eyewear beyond what is usually available in mainstream high street shops!

In the near future, we aim to travel to some of Europe’s finest eyewear trade shows to bring you some more exclusive styles!

A FAMILY AFFAIR !!



Photo credit goes to my father-in-law who chickened out of the actual walk, but made up for it by meeting us at the finish line to take photos and treating us all to lunch afterwards!

A few months ago, I signed myself and a reluctant Samani clan up for the Diabetes UK London Bridges Challenge.

The challenge entailed walking 10 miles from Battersea Park to City Hall crossing 12 London bridges. Diabetes is a condition that is becoming more prevalent in the western world and if uncontrolled, can affect a person’s sight; so it is a charity which is close to my heart.

Diabetes UK provides vital support to those that suffer from diabetes and carries out research so that we can live in a world where diabetes can do no harm.

The day of the challenge was a lovely warm and breezy Sunday in September, perfect for walking and the amazing views kept us motivated.

It took approximately 4 hours; with some pit stops and photo opportunities! We are not marathon runners, but it was great to take part in something that can really make a difference.

All in all, it was a successful event and Team Samani did well raising £1280 for Diabetes UK!

WORD OF MOUTH REFERRALS

We have met so many new clients over the last couple of months who have been recommended to us – so we wanted to say “thank you!” Sometimes it’s the old fashioned way of doing things that work so well, and we really appreciate everyone spreading the word. Please let your friends and family know about us and tell them to mention your name, and you will both be entered into our quarterly prize draw!

MONEY MATTERS

We want to make it easier for our clients to purchase stunning niche eyewear. You can now spread your payments over 3-6 months with no interest, credit checks or hoops to jump through. We try to keep it nice and simple! You just need to leave half as a deposit and let the team know you’d like to take advantage of easy payments and we will take care of the rest. So go on, treat yourself to a new pair of glasses in time for Christmas or a pair of sunnies for those winter sun holidays!

(For example, if you spend £450, you can leave a 50% deposit, and then pay the balance off over 6 months at just £37.50 each month!)

BRAND OF THE MONTH - ROLF

This month’s newsletter introduces Rolf! This is a sustainable eyewear brand which is based in Austria. Each of their high-quality frames are 3D printed and made from plant materials: wood, stone and bean. Each piece is hand assembled without any screws, making the frames extremely durable and light to wear. They come in an array of earthy matt colours, perfect for those who like a statement look but are sensitive to weight. Their philosophy is ‘Rethink, Reuse, Reduce’ and their main goal is to reduce the impact on our planet. Fun fact - one of their first tools used in the manufacturing of their glasses was a converted milking machine!



HEARING UPDATE

Kaz has well and truly settled in at The Eye Zone now and has been busy checking the hearing of the people of Ealing and beyond. Don’t forget to book in for your complimentary hearing screening (over 18s only). He also does microsuction ear wax removals and has access to a whole range of hearing aids from different suppliers. Call us on 0208 567 2020 to book in!

ABOUT THIS NEWSLETTER

The Eye Zone Life is a quarterly conversation about life as it looks from the helms of The Eye Zone. We really value having a strong relationship with our clients, and this is our way of being open so you can get to know who we are and what we’re like. We are not a faceless company!

If you are a new client receiving this newsletter for the first time, don’t forget to catch up with previous editions on our website (eyezoneopticians.co.uk) in the “blog” section!

For regular clients, many of you only come in once a year or once every two years. So we can go a long time without seeing you and a lot can happen in a year or two. Hence this is our way of keeping in touch.

The feedback we get from this newsletter is invaluable. Amit and I are extremely interested in what our clients have to say because our whole ethos is about putting the client first. After all, the glasses that you wear and the service we provide are a real representation of us. Please send your thoughts, comments or any topics you would like us to cover to info@eyezoneopticians.co.uk.

Every quarter I try to rise to the mammoth challenge of making an ‘Opticians Newsletter’ a riveting read... If I have failed to do this, you can unsubscribe by sending an email to info@eyezoneopticians.co.uk. Don’t worry, we won’t be offended!

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