

BY RUPA SAMANI

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WELCOME 2024!

I always find that the first 3 months of a year sets precedent for the rest of the year. I use this time to plan for the year ahead and often my most creative ideas come at this time. The new year brings with it new beginnings with positivity and a chance to introduce new things.

With this in mind, I have already booked our place to attend our first European Trade show in Paris in September. The Parisians are always one step ahead in terms of eyewear and fashion and are not afraid to use bold and bright colours, some of which I would like to bring to Ealing. Watch this space for more details in the coming months.

THANK YOU

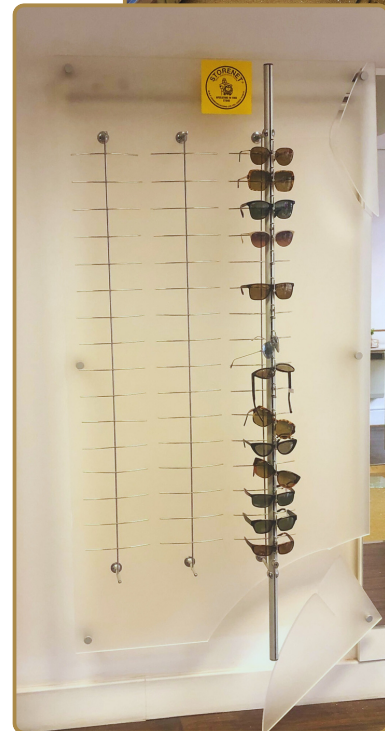
The first 2 weeks of the year started out with a bang! On Sunday 14th Jan at 1.30am, we received a call from our alarm company informing us that the intruder alarm had gone off and that the police were enroute. With dread and panic, Amit and I made our way to the practice.

Upon arrival, we were greeted by 2 police vans, 2 police cars and 8 officers. Little did I realise that they were all guarding the shop.

Alas, someone had decided to smash the glass door and slide in to steal most of our sunglasses. They were all locked on frame bars, so the only way he could take them was to pull the bars off the wall.

Unfortunately but not unsurprisingly, the police didn't catch him, but he must have looked pretty odd carrying 3 poles with sunglasses still attached to them down Ealing Broadway in the early hours of the morning. Nevertheless, the search for him is still active.

I would just like to take this opportunity to thank all of our clients who have reached out to show concern and make sure we were ok. It's been really touching! Please bear with us whilst we deal with the insurance and replace some of our sunglasses stock.



EASTER HOURS

We normally try and take a break over the Easter Holidays, but this year we are getting ready for a family wedding. Spread over a few days, this Easter will definitely be full of food, drinks and lots of chocolate!

Thursday 28th March - 9.00 to 2.00 | Good Friday to Easter Monday - Closed

Tuesday 2nd April - back to normal hours



(Mon to Fri 9.00 to 5.30, Sat 9.00 to 4.00 and Sundays/Bank Holidays Closed)

SELF GROWTH @ LORDS



I am a firm believer that self growth precedes any other type of growth. We that in mind, I signed myself up to a 2 day conference at Lord's Cricket Ground. Although I'm not a cricket fan myself, it was amazing being in the iconic grounds surrounded by other like minded individuals. We also heard legend Sally Gunnell's story about how she went from a young girl from Essex to became an Olympic gold medal winner! It was inspiring to learn how much her discipline, tenacity and mindset gave her the extra push to win the 400m hurdles race in 1992. We even had a chance to watch the race in question, it gave everyone in the room goosebumps even after all these years. And the medal was much heavier than it looked!

REFERRAL CONTEST

Most of our new clients are recommended by you so to say Thank You we are holding another contest!

Simply refer a friend or family member to The Eye Zone and you will BOTH be entered with a chance to win an amazing hamper from Fortnum and Mason.

Your friend or family member just has to give us your name when booking their appointment or ordering their glasses! The draw will take place on 1st July 2024!



BRAND OF THE QUARTER - PRODESIGN

In January we launched a brand new collection straight from Denmark. Prodesign is a high quality brand that was founded in 1973. They believe that eyewear is much more than just functional. They combine their expertise in optics with a strong focus on design; shaping and refining every frame until the expression is just right. Most of their frames are available with or without nose pads for added comfort.

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 Eye Zone Life" 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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