

The Eye Zone

Experts in Eyewear.

LIFE

BY RUPA SAMANI

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Merry Christmas and Happy holidays! How has the year flown by? I'm a big Christmas fan – the pretty lights making the dark nights gleeful, the mulled wine (or hot chocolates!), the food, presents, parties – I could go on and on, but I won't! But after Christmas comes January, and the dreaded to do list! I don't know about you, but my list seems to be getting longer and longer!

As this is the last newsletter of the year, I wanted to take this chance to wish you and your families a very Merry Christmas and a Happy New Year, and to thank you all for your support this year!

YEAR IN REVIEW

This year I guess has been particularly busy for us – implementing new ideas, launching hearing care and introducing new frame collections. Even more to come next year! We have had a great launch with Lindberg and Rolf and are introducing a new brand early next year.

We had a soft launch with a new lens supplier and after a successful trial, we will be now offering lenses from Tokai – a Japanese lens manufacturer. They are specialists in providing bespoke lens designs and great for any prescription range, but especially great for higher or complex prescriptions, or for those clients that just want the best products. They have the worlds thinnest plastic lenses, 1.76 and a super range of coatings. I recently tried one of their “anti-fatigue” lenses which are great as they provide a little boost of power towards the lower part of the lens – really useful for prolonged use on the computer or reading. We can offer lenses from many manufacturers, but at the moment our preferred suppliers are Essilor and Tokai.

Amit and I even managed to take a break over Easter, and also had some time away from each other! Thank goodness!

CHRISTMAS OPENING HOURS

After 3 years of taking over The Eye Zone, we thought we would take a well deserved break over the Christmas period. The plan was to take a long haul flight to a bright, sunny beach location, put our feet up, sip away on some cocktails - well that hasn't quite gone to plan. So instead, we are hoping to take a few days to unwind, recharge and meet with some friends and family that we haven't seen for a while!

Our festive opening times are below:

Saturday 23rd December

9.00am to 2.00pm

Christmas Eve to Wednesday 27th December

Closed

Thursday 28th December – Saturday 30th December

9.30am to 2.00pm

New Years Eve to New Years Day

Closed

Tuesday 2nd January

9.00am to 5.30pm

(Back to normal hours)



KING CHARLES SUPRISE VISIT

Just before I sent this to print, I walked into the main shopping centre to pick up a couple of bits. The area was cordoned off, crowds were gathered and low and behold, King Charles made a surprise visit! I was close enough to take this picture, but unfortunately not close enough to say hello! Nice to see Ealing getting some exposure!

The Eye Zone OPTICIANS

XMAS SALE

Offer 1
50% off frames in our finale collection

Offer 2
Buy 1 frame - Take £50 off
Buy 2 frames - Take £110 off
Buy 3 frames - Take £175 off

WED 22ND NOV '23
TO SAT 6TH JAN '24

Our end of year Xmas sale began on 22nd November. This will be going on until the 6th of Jan - so its more an end of year/start of year sale but that's quite a mouthful!

This is the time of year where we offer some great savings on a range of our collections to make space for new styles launching next year.

Some of these pieces will truly be our last pieces which we won't be ordering again, and some will be on sale just because! Come in to see what we have on offer and use this opportunity to treat yourselves or a loved one.

LET'S END THE YEAR WITH SOME FUN!

Why did the phone wear glasses?

Because it lost all its contacts!

What do you get if you eat Christmas decorations?

Tinselitis!

Why did the Cyclops close his school?

He had only one pupil!

What do you get when you combine a Christmas tree with an iPad?

A pineapple!

Why was the snowman looking through the carrots?

He was picking his nose!

Badum  Tssssh!!!

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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