

# The Eye Zone

Experts in Eyewear.

BY RUPA SAMANI



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## THE FIRST EDITION!

This January was the 2 year anniversary of Amit & I taking over the The Eye Zone and it's been a roller-coaster adventure! Retail in a world of turmoil, particularly navigating a new practice amidst a pandemic has had its difficulties, but we are so grateful to our clients, partners, friends and family, and feel we have integrated into the community nicely. We have met many existing clients and have felt incredibly welcome, and for this I'd like to thank you all. We have also seen many new clients, particularly through word of mouth recommendations whom I'd like to welcome to The Eye Zone community – we are so happy and grateful that you've chosen us to share your eye journey with!

Creating a newsletter for our clients has been on my wish list for a while, so with passion and a drive to make sure we are doing the best for our clients, I am so glad to be sharing this first edition with you. I hope to bring these regular(ish) newsletters to you to provide insight into our lives and goings on with our practice, and perhaps some distraction from your hectic lives too!

## NEW YEAR HAPPENINGS!

The first 3 months of the year are always busy for us with making (and most likely breaking) new years resolutions and the fact that both of our birthdays fall in the first few months of the year. For my birthday in January, Amit would usually book a surprise weekend away to a European city but this year he decided to keep it local and we spent the night in London. Being a Londoner all my life, I tend to forget what a beautiful and vibrant city it is. We spent the evening walking the streets of Mayfair and taking in all the atmosphere of a typical Saturday night out there. Amit's birthday in March is usually a more extravagant affair with the whole family having to organise a big birthday bash (he actually had a surprise boat party for one of his birthdays!), but as he gets older I think he is realising that another year older doesn't actually mean another year wiser! Do you still look forward to your birthdays?

## ADVANCES IN YOUR EYECARE EXPERIENCE

Our dream is to offer clients a comfortable, easy, thorough and fun eye exam visit, one unique to your average opticians practice. We have more than 30 years experience, combined, working for different practices, including the big chains and small independents. It was the experience and insight we gained from these environments, and from talking to clients and friends, that helped us create the premium experience we desire to provide. Our priorities are focused and clear - to look after the long-term health of our clients' eyes, and to create long lasting relationships and spend the time needed to create an experience for you – through teen years, adulthood, and into the older years. When you come into our practice, you will be our number one priority, and we are committed to giving you the time, support and guidance you need. No one likes to be rushed, even us! And if you ever feel like you don't receive that from us, we want to know!

Technology has significantly advanced in eye health screening, as well as glasses and lenses. Our new optical coherence tomography (OCT) allows us to take 3D scans of the deeper layers of the retina, helping to detect signs of eye conditions such as glaucoma and macular degeneration much earlier.

As we capture and review images over time, we will be able to look for subtle changes such as thickness changes to the nerve fibre layers or increase in fluid. We also have the cutting-edge Optomap. This imaging device is currently only available in a handful of opticians practices in the UK, and takes an instant 200 degree wide image of the retinal surface. A traditional picture taken at most other opticians only takes a 40 degree image. Amit and I are really excited to introduce the Optomap to our clients, significantly enhancing the test and health check we can offer.

In addition to providing this new technology, we have increased the time for each eye examination from 20 minutes to at least 45 minutes. Our clients deserve to be tested in a relaxed and calm environment, and I know from my own experience working for large multinational chains that while conducting an eye test in 20 minutes is possible, it makes us optometrists feel like we have to rush through a plethora of tests without the time to delve into the real reasons you have come in for your exam. This longer appointment time has allowed us to spend the time to provide tailored recommendations suitable to your needs and health. Many of you may have already experienced our 'Ultimate Eye Examination' - please visit our website for more information, give us a call, or come and visit to ask any questions!

## EYEWEAR EXCITEMENT

Now they do say you can't have it all, but perhaps you can! Our aim is to provide you with the most advanced eye exam *and* access to the most beautiful pieces of eyewear, coupled with tailored conversations and styling advice completely personal to you. The sky is the limit!

We have slowly begun to phase out brands that are mass produced with just a "designer name" stuck to the side. One of the main reasons is that many of those brands aren't designed with the end consumer in mind. They generally are very similar in shape and colours and become monotonous year after year. Over the last two years, we have built relationships with many independent eyewear brands to bring you a whole new world of eyewear. There are shapes, colours, designs and craftsmanship that you would never have thought are available in glasses. We hand pick every frame we display and work with many manufacturers who provide hand crafted frames with innovative design and a wide range of patterns and colours. I will be introducing a new brand in each of my newsletters. Today's brand is "Lindberg"



## LINDBERG

Lindberg is the essence of Danish design with each frame being hand crafted and made to order in Denmark. The company was founded in 1986 by architect Henrik Lindberg and his father optometrist Poul-Jørn Lindberg. Together they created a brand of spectacles that are architecturally designed and comfortable to wear. Each LINDBERG eyewear frame is ultra-lightweight and constructed without any screws or rivets, using the best materials such as titanium. LINDBERG eyewear has won 112 internationally recognised design awards to date and a position within high-end eyewear as a market-leading brand. It is suited to the sophisticated minimalist, who puts impeccable design and quality above all else. With all the different colour options and colour groove offerings, the possibilities are endless.

## 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!*

*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](mailto: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 you can unsubscribe by sending an email to [info@eyezoneopticians.co.uk](mailto:info@eyezoneopticians.co.uk). Don't worry, we won't be offended!*

*Rupa*