The Definitive Guide To Choosing Glasses That Make You Look Good

The 6 Common Eyewear Buying Mistakes & How To Avoid Them

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Foreword

I understand you hate this.

You hate everything there is about buying glasses. From the pushy sales people, to the boring glasses that all look the same, to the poor advice. It is truly awful.

Sadly, our industry promotes itself similarly to any retail outfit with pushy sales people, 2-for-1 offers, free eye tests and low prices all in attempt to separate you from your money. They are so focused on this that they seem to forget that we are supposed to be professionals that you can trust. They don't stop for a moment to consider that you are a unique individual with very individual requirements. To them, it's all about flogging glasses.

Our goal here at Jones And Co. is to give you the best information we can about eyewear and how to invest in eyewear that makes you look and feel good.

With the exception of the "About Us" page, this guide is not about us, it is about you. And should you decide to purchase from us we will be very excited that you trust us enough to help you find the right eyewear for you.

To your enjoyment of your eyewear!

Conor Heaney

Why Read This Book?

I wrote this book because I believe in helping people make educated decisions. If we're a good fit and you'd like us to help that's great. But if not, then hopefully we'll be able to help you in some way with this information so you can make your next eyewear decision a bit more easily wherever you choose to go.

It doesn't take long, working as an optician, to understand that a lot of people have the same frustrations and the same desires when it comes to eyewear. So by passing this information on to you it hopefully makes your decisions easier. It also makes our job easier when clients are more informed and have given their eyewear a bit of thought before they're trying on frames. This book is our way of helping you be as educated as possible in this process.

- I've highlighted the most common mistakes that you'll want to avoid. Some of them will resonate with you. Some of them wont.

- Feel free to pick whichever chapters stand out most to you. You don't have to read them in order.

- Life is too short to read books that are boring. So I've tried to deliver a riveting read!

If you want to get in touch with me you can contact me at conor@jonesand.co

Free Gift

I'd like to give you a few additional resources as a way of saying thanks for your interest in this book. These 3 short videos have valuable information that cuts through the clutter and gives you practical advice on selecting your eyewear. Turn to page 60 to get your free gift.

About Us

Who is Jones And Co. Styling Opticians?

For us, providing eyewear is not just a job or something that we take lightly (as you will see from this book). Your choice of eyewear says a lot about you. We believe that everyone deserves to look and feel good in eyewear. And our aim is to enhance every aspect of being a glasses wearer; from your actual eyewear through to every detail of the experience and service you receive.

The right choice of eyewear can make a difference in your life. From a boost in confidence, to being more attractive, to being able to see clearly and comfortably in every task that you undertake.

If I expect you to trust us with your eyewear needs, then you need to know who we are and I'm happy to share. We have been locally, independently owned and operated in Manchester since 1989. I trained as an optometrist here in Manchester and graduated in 2001 and I purchased the business from the previous owner Stuart Jones in mid 2009.

Being a small business owner in tough economic times, I fully endorse supporting locally owned businesses. I think independent businesses are ideally placed to deliver better service and a better experience to customers. BUT just being independent isn't enough. We actually have to be better. We have to do something that creates value for the customer. It could be having the best ranges of products. It could be having the most knowledgeable and helpful staff. It could be the best advice that is individually tailored to you. My staff and I strive to do all of this for you and more, unlike the big chains who will treat you like just another number. Our prices are fair, our selection is unparalleled and our service is superior.

You have my word. You also have the word of hundreds of our clients who return year after year and enthusiastically refer their friends and family to us. See the testimonials section.

I am honoured that you are taking the time to read our book and if you feel we might be able to help you then we'd be delighted to have a conversation with you.

To your happiness through better eyewear!

Conor Heaney,

Owner of Jones And Co. Styling Opticians

February 2014

MISTAKE 1:
Exposed. The Truth About Designer Glasses

Fashion designer's started putting their names on frames in the early 90's. And since then "designer glasses" have taken over the high street. However, you are about to find out all is not as it seems...

The "designer glasses" customer thinks he or she is buying something stylish and individual, but in reality "designer glasses" are mass-produced for the mass markets. It's big business. There are 2 huge eyewear manufacturers that own the licences for most of the big designer brands that you know. In a nutshell, these frames are made in the same factories. They are made by the same people. They differentiate them by stamping a different logo and brand name on the side so they can charge a premium for it. Then they distribute it all across the world to mainstream opticians and department stores.

These companies have one thing in mind; to make and sell hundreds of thousands of their frames. They are playing a numbers game.

They want each frame to fit onto as many faces as possible. They play it safe with designs and only make generic shapes that will look ok on anyone's face. That's also why they usually come in a standard one-size-fits-all. And people with a more petite or large head size often end up with badly fitting frames.

They are not interested in making designs for the individual who wants something different from the masses. They are only interested in predictable and safe shapes and styles.

To maximize sales they supply them to lots of opticians and department stores so they are available everywhere. Then the manufacturers advertise to create

desire so that people will buy them for the brand name - the design and the quality comes a distant second to their "brand image".

The Big Lie

The big lie they are telling is, "If you buy our brand, it's exclusive, you're an individual," In reality, it's not. It's all designed and made by the same people. It's widely available and targeted at the mass market. And it's far from cutting-edge. They play it safe with commercial designs that anyone could wear and look average in. They leave the trend setting to the real eyewear designers.

(Have you noticed, if you look on the shelves of most opticians, most of the frames look the same in terms of shape and style and colour? Now you know reason for that!)

How can these frames be considered individual when they are designed for the mass market? How can they be considered exclusive when they are distributed in massive volumes, and available everywhere and anywhere? How can they be considered different, when the design is unoriginal and purely commercially driven?

(You probably haven't heard of Luxottica, the worlds largest eyewear company. But their net sales are over 6.2 Billion Euros each year. They license, manufacture and distribute eyewear under designer brand names. This one company makes over 80% of the worlds major eyewear brands. More than 500 Million people wear Luxottica's products.[1]

The TRUE eyewear designers you should know about

On the other hand there is a growing amount of independent, niche, eyewear design companies who have a passion and flair for their craft. They are the ones who push the boundaries and produce cutting-edge eyewear and keep the industry moving forward. The reason behind their success is that these people design with the individualist in mind. They don't care if a frame will only fit a very specific face shape and work for someone with a very

1 sources; Wikipedia / www.Forbes.com / Mintel Optical Goods Retailing Report 2013.

distinctive taste. They don't care if only 1 in 20 people will look great in that frame. They design it with that 1 person in mind and they design it to be perfect on that face. The originality and design stands out and it creates out wow factor. That's why they produce the most interesting shapes, the most varied colours and finishes.

These frames are produced in much smaller quantities and in terms of the distribution channels that they use, there is much less of their product on the market. You can only find these frames in the best independent opticians who are in the know. And the end result is the customer gets a frame that is unique and exclusive. A frame they're not going to see for sale in all of the opticians and department stores. And they're not going to bump into other people in the street wearing the same frame; so you get that sense of individuality that a lot of people desire.

"The world has become a ubiquitous shopping mall. Brand after brand is everywhere and anywhere. When you find a niche brand that you do not see everywhere; that scarcity creates an emotional feel." Millard "Mickey" Drexler, J Crew.

Helpful Tips

- If you're interested in a twist of individuality, stay away from the big designer names. Don't turn into another high street clone.
- Ask the opticians you are in where they source their frames from. The good ones will passionately tell you about their travels to Milan, Paris, Antwerp, and Copenhagen all in the name of discovering the very best eyewear in the world and bringing it to you!

Liz Morrison

Having gone to Jones And Co. I wouldn't go anywhere else now! I love the fact that they have high quality and unusual frames. My glasses are different and they get noticed.

Philip Saxe & Yvonne Love

We chose Jones And Co. because we wanted something a little different and special. When you wear glasses all the time it's worth investing in something that makes you feel good about yourself. Now people keep coming up to me in restaurants to ask where I got my glasses from!

Paul Dermody

If you want something a bit different, Jones And Co. offer glasses that you do not see every day.

Dr C. & Mrs M. Datta

We were recommended to Jones And Co. 15 years ago and never regretted it. My children still travel from London to visit Jones And Co. for their glasses which says a lot! My glasses have real "wow!" factor and i've even been stopped by another optician who wanted to know where I got my glasses from!

Bob Tower

Jones And Co. are on a completely different level from other opticians; it is a much more bespoke service with a slightly funky style that sets them apart from the herd. My glasses are not something you'd come across easily in the UK.

Sue Shonfeld

I love the fact that nobody has glasses like mine. Jones And Co. has frames you don't find elsewhere. It's a very personal experience.

MISTAKE 2:
The Hidden Pitfalls Of Other People's Opinions And The On-Line Minefield

There is a pattern to how we go about making decisions in life. Some of us just wing it, but most of us try to at least gather some information so we can make educated decisions. Even if it's just asking a friend for advice, or looking back on our own personal experience to provide some perspective. Regardless of how we do it, we all want to make educated decisions. More importantly, we all want to make the right decisions.

As you know, however, not all decisions work out to be the right ones, regardless of the amount of information we collect. For the buyer, it has become increasingly difficult to know which product, service, brand or company is best for you. There are just too many choices. All the advertising, promotions and pressure used to manipulate customers create one thing; stress.

A lot of people struggle when they're choosing glasses. The most frequent problems that I hear from customers are;

- They struggle because they don't know what suits them
- They're frustrated because they can't find glasses that fit them
- They're dissatisfied with the same old eyewear ranges available all over the high street
- They're on a gruelling search in the hope for something different and something better

So in an attempt to deal with all of these issues, most people turn to others

for help. They ask their friend's opinion. They bring their partner along with them to look at glasses. They look online. They look for reviews. They go into information-seeking mode. And all of this can be helpful, but there are big pitfalls you need to be aware of.

First of all, think about who you are asking for advice. When you bring your friend along to help you look at glasses, are they actually qualified to give you advice in this area? Do they have any skills or experience in doing this? Do they really understand what's important to you? Do they have any insight or knowledge?

Or if you're looking online for reviews and information, do you even know who you're getting that information from? Can you trust them? Are they even remotely like you? Do they understand your requirements and preferences? Or are you just hoping that it will work out ok and blindly believing what you read online?

One of the problems with doing your own research online is not having any insider knowledge, so you don't know what is truth and what is just marketing hype. And there is a lot of marketing hype online. So you need to be wary of misleading information on some websites. (A Google search for designer glasses will give you over 35 million results and keep in mind; they are all looking for an edge.)

In reality, most information you get from other people or from online reviews, won't be tailored for you and your priorities. At best, it will be off-the-shelf, one-size-fits-all advice. At worst it will be incorrect and completely the wrong advice for you.

Why Do We Turn To Others?

Everyone loves getting advice from others we trust. Be it friends, family or the internet, we crave information about the products we desire. Especially when we feel out of our depth and are struggling to make an intelligent decision. In these situations we all feel a strong desire to give someone else

the responsibility.

However glasses are a very personal thing. This isn't like taking someone's recommendation on which restaurant to go to. This is something much more personal. It's something you're going to live with every day. You're going to wear them every day. And everyone will see your glasses, so it's important to get it right. **No one wants to make the wrong decision, waste their money, look foolish or live to regret their choice.**

There is a smarter way to make the right decision on your eyewear choices. You need someone with expertise, and who knows the eyewear industry. Someone who is skilled and experienced in helping people look good in glasses. And someone who really understands the process, and the pitfalls to avoid.

The process has to be focused on the person who will wear the glasses. Who you are, how you feel about glasses, and what you want. Once there is an understanding about you and your lifestyle and your requirements, the ideal optician will be able to show you all the possibilities you could wear. The person you choose to trust should be someone who has done all the research and who lives and breathes in the eyewear industry. That person can truly advise you, and you can benefit from their insider knowledge.

The smartest decision is to take guidance from someone who understands the process and who will actually take responsibility by giving you some kind of guarantee.

Most guarantees are just a sales tactic used to coax you into making an impulse decision. But the best companies guarantees are not based on salesmanship, they are based on their confidence to get results for their customers. (At Jones And Co. we offer our guarantee because we are confident in the results that customers get from our Eyewear Styling Consultation. We've perfected the Eyewear Styling Consultation over time and we know from experience that it works. That is the only reason we can afford to offer the guarantee. Turn to page 43 to read the details of our guarantee.)

Helpful Tips

- Be fair to yourself when collecting information about products. Keep in mind that each person has unique and individual eyewear needs. One person's negative or positive experience may not reflect your own experience due to your individual eyewear requirements.

- Please don't believe everything you read online. Similarly, don't purchase a particular type of glasses just because your brother, sister or friend down the road just bought one. Be sure it is the right choice for you by having a consultation and taking professional advice to make the right decision.

FREE GIFT

The Essential Eyewear Style Guide - Find out definitively which frame styles will fit your face shape

This short video features the Senior Dispensing Optician at Jones And Co. Styling Opticians. The video reveals;

- How to quickly tell what face shape you have – so you can pick frame shapes that complement your natural face shape and look great.
- How to tell if a frame is a good fit or not – so your glasses wont be uncomfortable after a few hours of wear
- Three keys to understanding colour tones – so you easily choose colours that will work best for you
- The #1 way you can use eyewear to enhance your image – how to highlight your best features and how to tone down other features

Go here for your free video: www.jonesand.co/video

Risky Business

It is a risky business to purchase glasses online.

Mintel's 2012 Market Research report into the UK optical industry found that online spectacle purchases accounted for only 3% of all eyewear purchases in the UK. They said "growth of online spectacle shopping has been slow compared with other markets because optical outlets provide a lot more than just the goods."

It's frustrating to buy glasses that don't fit you or suit you. There is the hassle of returning it if it's not right. And even if they seem okay in the beginning, there is the future hassle of trying to return it if something goes wrong over time.

The online company will not be able to fit the frame for you and make sure it is comfortable. They will not be able to measure the lenses and check they are fitted correctly. The online companies certainly don't care about mere details like that. They just care about making the sale, regardless of whether the glasses actually work for you.

So by buying online you might save a few pounds. But it comes with risk, compromise, and the likely heartache of wasted time and money.

Hilary Talbot

I was first recommended to Jones And Co. by my daughters. There is no comparison to other opticians – you are the best I have been to in many a year. My glasses actually fit me. They are the best pair I have ever worn.

Let me know if you ever move!!

Susan Williams

I could not see properly before , despite 30 years of various opticians and wasting thousands of pounds ! Thank goodness a chance conversation lead to a visit to Jones And Co. Now I can see EVERYTHING - EVERYWHERE - FROM ALL ANGLES - WITHOUT DISTORTION. Perfect fitting and beautiful frames - what more can a girl desire?

Nick Johnson

I'm embarrassingly myopic - my kids call me Mr Magoo so I have to spend a lot on glasses to minimise the visual effects. I do wear contact lens but only for sport, and when I tried wearing them as an alternative, my kids wanted to see me with my glasses back so I guess they're an integral part of my identity.

Getting my prescription right is a struggle - it's complex – short sighted, high prescription, rugby ball shaped eyes, varifocals for reading (at my age) with a family history of glaucoma! Getting it right is part art and part science from the accuracy of the measurements to the focal point of the lens on the eye, all of which are critical for me. Conor and Kathryn spent time to make sure it was right and after 3 years really struggling with a badly put together pair by a very well known store, I now have lenses that are spot on, and it's such a relief.

My new sunglasses are fantastic - a wild combination of carbon fibre and wood, hand carved and let's say at the 'expensive' end of the spectrum!

MISTAKE 3:
Embarassing Eyewear - When your glasses send out the wrong message...

Wearing embarrassing eyewear can make you look outdated and clueless when it comes to style.

At 34 I am now wearing glasses for the first time in my life. I just have a small prescription. But there can be some serious psychological issues associated with wearing glasses if you're not careful. I've experienced a few of them but after a few days I've come out the other side smiling. They feel a bit odd on your face. They make you look different. It takes a while to get into the habit of wearing them. But I've never had so many compliments in my life.

I'd describe my style as individual but understated. I like a combination of the classic and the quirky. The real reason I want the "twist of individuality" is to actually be noticed as an individual, with good taste. In other words, to be admired. And I occasionally get compliments on a quirky tie or a nice pair of shoes. But I was unprepared for the amount of admiration I've had for my new glasses. And they're not crazy; again I'd describe them as easy-to-wear but with a twist.

I've heard the stories about strangers coming up to you in restaurants to admire your glasses. Or a passer-by coming up to you in the street to ask you where you got your striking glasses. But I've never experienced it first hand until I became a glasses wearer.

In everyday life, even if on a sub-conscious level, we all notice how other people present themselves. People see you wearing glasses and make a snap judgment about you. They'll make all sorts of judgments like; whether you're someone that has style and has good taste; whether you understand the importance of appearance; whether you appreciate design. They'll decide if you're someone that values high quality and high level service. They'll even make judgments about whether you have money and whether you're successful. All this based on something as simple as the glasses that you're wearing!

This doesn't sound very nice does it? It's shallow. We were all taught "not to judge a book by its cover" but that is exactly how our brains work. People are constantly noticing these things and their brain is rapidly pulling all this information together and they end up with a gut feeling about you.

Take the film industry for example. They bring characters to life and make them convincing by presenting the actor in a certain way. They will dress the actor a certain way, and in many roles they use eyewear to convey a certain look and get a certain type of person across. Eyewear works very well for this and has a big impact on how someone is perceived. But how do you know what will suit you?

How do you create the right image for who you are and what you do?

Now, if you're like most people, you choose new glasses in totally the wrong way. You make the decision in a short period of time, without any forethought or any reflection on "What's important here?" It's all a bit rushed. But you make a decision and then you leave and get on with your life. After the first day or two you probably don't think too much about your new glasses again. But in the real world, people are making judgments about you every day based on what you're wearing on your face.

The reason this has happened is because the optician has failed to do the right thing for you.

Picture this scene. In your typical opticians, you see racks and racks of glasses. The glasses all look the same. But you see something on the shelf that catches

your attention. You pick it up. You try it on. It looks ridiculous.

It never looks like what you're expecting! You don't even know if it's a man's frame or a woman's frame. Nothing makes you feel as foolish as trying on a frame that you think looks good, and then you're told that it was intended to be worn by the opposite sex!

But that's precisely the environment that most opticians create for you. It's a sterile, plain, dull environment - not the most inspiring setting to be making a choice about your style. Think about any other industry with a link to fashion and style. Would they expect you to make a decision in an environment where everything's just kind of thrown on racks?

You don't really know what you're doing. There's no way of telling the size. You can't differentiate between petite, small, medium, large, extra-large. It's just a guessing game you're forced to play and you're left there to figure it out by yourself. At the very best, you'll have a sales person by your side, whose only skill is making the right kind of noises every time you try on a frame. Not particularly helpful.

But you might say,

"Is it really that important, how your glasses look? It's just a pair of glasses at the end of the day."

Your glasses are in the middle of your face. They sit perched on your nose for everyone to see. Every time you have a conversation and every time you make eye contact with someone, they look at your glasses. And more than likely you wear your glasses every day.

I believe you have to dress appropriately for what you're trying to do, for the environment that you're in, and for the kind of people that you're trying to communicate with. And that can be in both professional and social settings. Think about it. In a professional setting if you want others to trust you or to appreciate certain traits that you have, then you have to look

the part.

I believe it's the optician's responsibility to help you with this. That's our job. We're the ones supposed to have the expertise. We're supposed to make your life easier.

At Jones and Co. for example, we are not a come-in-and-scratch-your-head-and-browse-around kind of place. We're set up in a way where **we help guide you through the process.** There is a lot to consider. But before we consider any frames, a good optician will consider you and who you are.

Helpful Tips

- Ask yourself, what do your glasses say about you? Maybe they age you. Maybe they take 10 years off you. Do they have a little twist that show you have a personality? Or do they say you're boring?
- Don't make the mistake of choosing glasses that say you are boring if you are not. Don't be afraid to be yourself. Don't be ashamed of your glasses or try to hide them away. Embrace them and they can enhance your style and become one of your best features. Enjoy them.
- Stretch your comfort zone just a little bit and you'll be surprised at the compliments.
- Have you ever thought why your style is the way it is? Changing your glasses can take your whole style and image in a new direction. Getting the right eyewear can have a big effect on your overall look, and how you feel.

Identity Crisis

Most opticians are out of touch. They come from a world where glasses are a functional requirement and at best they pay lip service to the style issue. But more importantly, it's glaringly obvious that they do not understand style. I'm reminded of that every time I attend an optician convention. All you have to do is look at the environment they create in their practice, and what they choose to wear themselves, or notice the lack of passion and flair when they advise you on eyewear styles. Most opticians are having an identity crisis. They don't know what they want to be. They create a confused and mixed-up identity of a medical-professional-fashion business. The resulting experience for the customer isn't very inspiring. We believe our customers deserve more!

Hilary Geard

I was recommended to Jones And Co. by my husband's business partner. My frames have had very positive comments. They "take years off me" apparently. Only family would be so forthright! Thank you for all your help!

Phyliss Barrett

I chose Jones And Co. because my best friend looked amazing in the glasses they made for her! Now my new glasses get lots of compliments. Stuart and Conor are very friendly and professional always.

Julie Key & Dafydd Ellis – Criccieth, North Wales

Jones And Co. were recommended to us by a friend. We were treated like royalty You were all very honest about what suited us and what looked awful! And you remember us every time we call in. All the best to you.

Philip Saxe & Yvonne Love

We chose Jones And Co. because we wanted something a little different and special. When you wear glasses all the time it's worth investing in something that makes you feel good about yourself. ***Now people keep coming up to me in restaurants to ask where I got my glasses from!***

MISTAKE 4:
Dead Ends, Diversions and Delays – the painfully slow way to buy glasses.

If you lead a busy life, this is the most frustrating mistake of all. You're busy. Your time is precious. You want to look good in glasses. You care about quality. You care about service. You care about style.

BUT you want to get all that done as quickly and as effectively as possible so that you can get on with your life!

So you want the result, but you don't want the hassle of going through a painful process of looking for glasses. You don't want to spend one weekend, never mind two or three or four weekends, on a gruelling search for glasses, where you bumble around from optician to optician trying hundreds and hundreds of frames. Getting confused, not knowing what's what, and just fumbling your way through the whole process.

There are a lot of people who hate shopping for glasses, and it's mainly because they find the process of choosing new glasses painful, difficult and time consuming. The process normally involves browsing in lots of different opticians in the hope of finding what you're looking for. Looking for inspiration, but failing to find it. You might look online for ideas, but obviously you want to try frames on. It boils down to the fact that you struggle to find glasses that fit you and suit you. It's frustrating because you don't even know what styles suits you. And it's dull and disappointing to find the same mainstream brands of eyewear everywhere you look.

The smart thing to do is to find the right person or business to take advice from. Look for someone with information and expertise. Look for someone you can trust, and have reasons to trust them. When that all happens, everything

changes. The process of buying glasses is frustrating until you experience a way of buying glasses that is easy and effective, even enjoyable. A process that saves time and hassle and is guaranteed.

I would firmly put myself in this category of leading a busy life. And unfortunately **I personally still suffer painful buying experiences with regular occurrence.** Purchasing a new boiler for my home is a recent example that almost brought me to tears. As customers in general we are subjected to poor advice, un-kept promises, low standards, and lack of caring on a daily basis. That's why I set out to do things differently for our clients. We've created a different experience and we think of it as "a smarter way to shop for eyewear."

The Eyewear Styling Consultation

The eyewear styling consultation was designed to make it easier for glasses wearers to get good advice, and a great choice of appealing eyewear, no matter what their requirements. It is about tailoring the service and the eyewear to the needs of any individual customer. Not generic, one-size-fits-all solutions.

In an eyewear styling consultation we first find out about your preferences, advise you on shape and style and what will suit you, and then show you all the possibilities you could wear from a cutting edge collection of eyewear.

We work with niche eyewear designers from suitably stylish places such as Milan, Paris, and Antwerp. On any given week we will have around 900 styles in stock, all carefully sourced and brought to Manchester for our clients to choose from.

The consultation means you get better advice and personal service. And it means that you don't have to scratch your head and browse and try on lots of frames that neither fit you nor suit you.

Think about it. When you go shopping for trousers, the men's are not mixed

in with the women's. The denim section isn't mixed with the chinos or suits, so why would you want that when trying on eyewear? That's how most opticians do it and we think it doesn't make sense.

Instead we guide you through the process. We try to give you the best information we can about eyewear so that you can confidently select whatever eyewear is right for you.

See Page 43 for further details. If you would like to request a free eyewear styling consultation, you can do that at www.jonesand.co

Helpful Tips

- How do you know who to trust? If you're not sure, do they have any testimonials from happy customers? If they do have some it is reassuring. And there is a big difference between having a huge quantity of sincere testimonials versus only having a few generic testimonials.

- Do they have a guarantee in place? Do they have a process and service that is so good that they are happy to guarantee it? This tells you a lot.

The process of buying glasses is frustrating until you experience a way of buying glasses that is easy and effective, even enjoyable. A process that saves time and hassle and is guaranteed.

MISTAKE 5:
Listening To The Wrong Advice.

Have you ever been told you can't have something?

"I'm sorry, you can't have this frame because of your prescription. And your lenses are always going to be thick and heavy because of your prescription."

A lot of people have been told that stuff over the years and some people just accepted these answers at face value, no questions asked. That's a mistake because it can mean the difference between your glasses being a positive and something you enjoy wearing. Or a negative - something you're self-conscious about and uncomfortable with.

Your glasses are very individual to you. You have a specific requirement for you prescription, for the size of frame that you require, for the shape of glasses that you require. And yes it's true, there are certain restrictions on what will work for you – but there are a lot more possibilities than the run-of-the-mill opticians are offering you.

Whenever you hear the word "NO" you need to consider who you are asking?

Most high street opticians have low prices and a volume-based business, so they want to get as many people in through the door as possible. And then they want to get them out again as quickly as possible. To do that, they need to keep things very simple. They need a lot of people coming in, they need a lot of staff to see all these people who come in through the door, but they need to keep costs down. As a result, they have a very high percentage of unqualified sales assistants, rather than trained and professionally qualified

opticians. The result is that they don't have the expertise or the time to tailor their service to any specific requirements that you as an individual might have.

The truth is there are much more desirable solutions available to any eyewear problem if you ask someone with the time and expertise to advise you. You will get very different answers if you ask someone whose priority is to see as many people as possible and keep things very simple; than if you're talking to someone that's interested in you as individual and has a business that's set up in a way to take care of you as an individual. The best opticians are not about generic solutions. They're about tailoring solutions to fit with a particular individual.

Over the years I have heard many stories from our new clients who on their first visit to us have a real revelation about what is really possible with their glasses;

- They have been told for years they can't wear rimless glasses because their prescription is too high.
- They believe they can't get used to varifocals because they tried them before unsuccessfully and they think it's their fault.
- They've been told that they can only wear a certain type of frame.
- They've been told that their head is too wide so there's very little choice. (As a result they have to put up with wearing a frame that's going to leave tracks down the side of their head).
- They've been told their face is so petite that they need to look at children's glasses because they don't have any adult glasses to fit them.
- People are getting this poor advice every day and it's sad really because when glasses are done right, they can be such a positive talking point for a person. And when they're done wrong people

get so hung up on their appearance and become self-conscious. It's totally preventable if you find the right person to trust that has expertise to create the right solution for you.

Transforming Your Eyewear Experience

It's a very satisfying part of our work when we see this transformation. Someone who has been told they can't have this and they can't have that and they just have to put up with it. Then for the first time we show them something that is much more appealing and much more attractive. The amazed expression on their face says it all. It's funny because even though they are putting their trust in us, years of previous bad experiences mean they still have this nagging doubt in their mind. They wonder, "Is this really possible?" and "Will they actually be able to do what they're promising me?" But when they come to collect the glasses, it's really a transformation. Instantly their glasses can go from being a negative in their life to being a big positive. That makes what we do particularly rewarding.

I was shocked. Stunned. So much so that I picked up the phone to confirm that what I was reading was correct. A previous colleague of mine who works in academia, training future dispensing opticians, shared this with me; Her students had conducted a small, informal study into a sample of high street chain opticians. It revealed 92 % of all staff who worked in those particular opticians were unqualified. 92%! And it is a regulated industry with professional qualifications. Yet only 8% of all staff who worked in those opticians were qualified optometrists or dispensing opticians. The rest were unqualified retail staff. I suspect the small sample size, and the informal nature of the study, probably exaggerates the real overall percentage of unqualified staff, who work in opticians. But it highlights the trend of who you can expect to find working in most chain opticians.

Helpful Tips

- High street opticians are often limited in what they will or can do for you. Otherwise known as "Computer Says No" kind of service. The best opticians have the skills to consider more complex requirements and come up with solutions that work for your individual requirements. Yes there are always limits, but the limits are vastly different depending on who is doing the work.

- Consider who you are asking for help? Is it the high street opticians whose business relies on spending very little time with each customer? Are they on a conveyor belt of making sales and moving on to the next one. Are they an unqualified sales person with 1 weeks training? Or are you asking a professional working in an environment that allows them to take the time with each individual customer to get the best results?

- If you sense a lack of expertise, and you feel like you're the one doing all the thinking and the work; then chances are you are in a place that sees you as a number and not an individual.

FREE GIFT

What you need to know about Varifocal lenses – the Truths and the Myths.

This is a short video featuring Conor Heaney, in which he gives you his no-nonsense advice on varifocal lenses.

- How to tell if you even need varifocals – the tell tale symptoms to look out for
- Why all varifocals are not the same - and the problems you'll face if you choose the wrong type
- How you can try varifocals with no risk

Go here for your free video: www.jonesand.co/video

M. Robins

Having worn glasses for 50 years I wanted rimless "invisible" specs. I had been repeatedly told that it was impossible with my prescription. When I walked into Jones And Co. the impossible happened! It was an excellent, friendly service tailored to my needs – not a corporate experience. No problem is too small for them no matter how many times I turn up!

Mrs. Ibbotson

I went to Jones And Co. because I heard they could tailor make glasses to fit individual faces. Before glasses were always too wide for my face. Now they fit my face and suit my features perfectly.

Linda Walsh

I have been a client of Jones And Co. for over 10 years. Initially, reputation was the draw – the service has kept me returning. Time is no object when it comes to customer satisfaction. A personal service by polite, friendly staff.

I have a strong varifocal prescription and a tiny nose which makes off the shelf glasses uncomfortable and unattractive. I have had both framed and bespoke rimless glasses and have never been disappointed. People often compliment me on the style, colour and shape of my glasses. Ten years and 4 pairs! Also 3 of my friends are now customers!

Margaret Rutherford

The most thorough eye checks and most excellent choice of frames I've ever had!

Dr Jennifer Ashcroft

I have worn spectacles since I was a child aged 10. For many years I struggled with this in various ways. I always had a problem getting a frame to suit me. Then, if I did manage this, the frames were often too heavy or ill fitting. Sometimes I went for a lighter frame but, with my prescription, the lenses were so thick and heavy the frames still left a mark on my nose.

I did try contact lenses for some years but still liked to have spectacles as a 'stand by'. Then, in my 40's, I found I needed a prescription for reading as well as distance and I ventured into varifocal lenses for the first time and found these better than contact lenses for correcting my vision – so it was back to spectacles most of the time.

I have to say it was a revelation for me to discover the range of frames (so light, so modern, so easy to wear) that Jones and Co. could provide. Not only that, I had very particular needs – I wanted the lightest, state-of-the art lenses that it was possible to buy. Gone were heavy frames, gone were the old thick lenses. Around 12 years ago I discovered that, from Jones and Co, I could get really attractive spectacles that really suited my face. Jones And Co. even designed the shape of the lenses for me in one pair of rimless glasses that I bought – lenses unique to my face.

In addition to the products themselves I cannot fault the individual service. Time is spent in getting to know the customer and their preferences. In addition, the eye sight test itself is very thorough, not rushed at all, and there is great care taken in making sure the prescription is accurate. When the spectacles arrive staff are willing to spend as much time as you want to get the comfort right, ensuring a snug fit so that the glasses are exactly right on the face.

I have been delighted with the service I have received from Jones and Co. over the years and I cannot recommend the company enough.

MISTAKE 6:
Purchasing Just One Piece Of The Eyewear Puzzle

I once read about a shoe designer who said every morning she dressed from her shoes up. She'd pick the shoes and work the rest of her outfit around them. Well I suspect that many of our clients get dressed from their eyewear down. We have many clients who are true eyewear aficionados with a different pair for every day of the week. You personally might not want a different pair for every day but don't miss the valuable lesson.

The eyewear puzzle is often about more than one piece of eyewear. It all depends on your needs and your lifestyle. I believe most people should have a wardrobe of eyewear, i.e. 2 or 3 or more pairs of eyewear that all have their place. Think of it this way; Do you have more than 1 pair of shoes? Or would you wear a work suit at the weekend?

Here's a few examples of what you'll find in an eyewear afficiando's wardrobe...

- Glasses for every day
- Glasses for being dressed up
- Work glasses
- Glasses for meeting clients
- Weekend glasses
- Sunglasses

- Sports glasses
- Computer glasses
- Glasses for reading music
- Reading glasses
- Office glasses
- Driving glasses
- Glasses for reading in bed
- Glasses for your handbag
- An old pair for high risk activities like DIY or the treadmill
- Spare glasses for travel and in case of emergencies

The list goes on and on and I haven't even mentioned matching glasses to different outfits.

The point is, most people don't need 10 pairs of glasses, but if you're being honest with yourself you probably do need 2 or 3 at least.

If you try to rely on 1 pair of glasses for all your eyewear needs you will be prone to the following problems;

- Major inconvenience and hassle when you lose or break your glasses. Can you work without your glasses?
- Looking slightly odd if you wear the same glasses for all of life's occasions

- Eyestrain, glare and potential cataracts from not wearing sunglasses

- Eyestrain and visual fatigue from wearing general glasses for a specific task where you would get clearer vision from task-specific glasses

Helpful Tip

- Look for opticians who will help you explore all your eyewear needs and offer advice that makes sense depending on what is most important to you. They'll take stock and ask about all the glasses that you currently have. And they'll help you prioritize what you really need so that you can make a considered choice. And with most things in life, some things are a must-have, while others would be a nice luxury.

Liz Cross

I have bought my glasses from Jones and Co. since 1996. Before that time, and for the occasional additional pair, I had bought specs from a number of mainstream opticians. I've kept with and returned regularly to Jones and Co. as nothing compares - for style or service. My glasses have been admired by a number of folk- some complete strangers! Whether its been a designer range or either of the two commissioned pairs - I've loved every set. Thanks for setting and stretching the standards in glasses. Kind regards. Liz

Jenny Wicks

I have been a client of Jones And Co. for many years. I loved the different frames they offered and the service they provided and, technically, I have never had a problem with the frames or lenses provided by them – the glasses are always 'right first time'. Nothing has changed – just improved with Stuart adding his bespoke service – we sat down & designed special lenses & glasses for my wedding. The team will do all they can to help you get the right frames – and always have new designers and styles coming in. I just love the fact that I can always find something a bit quirky! I am quite restrained in terms of dress but like to express myself through less than conservative frames (I have my eye on a bright pink pair now!) Just great style & friendly, great service that one would find difficult to replace.

Christine Gaskell

My husband has been a customer for years and has always had fabulous service. The range of frames is fantastic and different. The service is extremely personal and they really take the time to understand the customer and what they want. **I came in for 1 pair and liked the different frames so much I ended up with 2. My husband did the same! The whole experience is fantastic.**

Bryn Butler

I just couldn't find glasses to suit my taste and the shape of my face until I read about Jones And Co. in a magazine. I just loved the whole experience and I'm now on my

third pair of bespoke glasses. The eyecare side is excellent, just what you'd expect from a top optician. When it comes to the frames there's just no comparison. To have frames designed especially for you is brilliant. Each of the 3 pairs I have have elicited compliments.

People are always asking me where I got my glasses. Even the owner of my local chippy is now one of your clients after seeing my latest pair!

I rarely recommend anybody or anything but I've become one of your greatest advocates. *Investing in bespoke eyewear is money well spent – they say as much about you as your clothes – why wouldn't you want the best?*

If you try to rely on 1 pair of glasses for all your eyewear needs you will be prone to certain problems.

Discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional.

The Eyewear Styling Consultation – Changing the way you shop for eyewear.

By the end of your consultation our aim is for you to feel like this;

"I actually enjoyed this whole experience. I'm more excited about my eyewear that I thought possible. I can't imagine choosing glasses in any other way!"

The eyewear styling consultation at Jones And Co. is designed to make your quest for new eyewear an enjoyable experience. It will save you time and hassle. You will find out definitively which frame styles will suit your face shape. It will make your decision on new eyewear easier and give you confidence in what you choose.

The consultation is essentially an opportunity to discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional.

Making the right choice of eyewear requires some thought and consideration and we guide you through the process. We try to give you the best information we can about eyewear so that you can confidently select the right eyewear for you – the perfect pair or pairs of glasses that will match your personality.

Jones And Co. is the only opticians in the North of England that offers such an experience to you. The eyewear styling consultation is our way of delivering personal service to customers, enhancing their overall experience of buying glasses, and giving them access to desirable and cutting-edge eyewear design.

Frequently Asked Questions

How much does it cost for an eyewear styling consultation?

This is an appointment where you get professional advice. We value this at £37 for the consultation but we will not charge you anything. We're willing to help and give you this professional time for free. However, we can't help everyone. There are only a certain number of consultations that we can do. And we can only help you if we are a good fit. After an initial conversation on the phone or in the practice we'll be able to tell you if we can help. And if we're a good fit, we are more than happy to invest our time in giving you an eyewear consultation. There is no obligation to make a purchase after your consultation either.

Who is this for?

Our customers tend to be people who want to look good in glasses and who care about design and quality and service. We find that a lot of people struggle to know what will suit them and what will fit them. And most of our clients are dissatisfied with the normal branded frames you find on the high street - they are looking for something individual, and different.

What kind of eyewear do you have?

We select our eyewear collections each season when we travel to Paris, Milan and other international cities to meet with the world's finest eyewear designers. We return to Manchester each time with what we believe is the very best eyewear in the world. These are glasses that are not mainstream, not branded with logos on the side, and you're not likely to see other people wearing the same frame as you.

Our collection of eyewear is unparalleled in the North of England and it represents the very best of eyewear design, the highest quality and styles for individuals. We believe that eyewear should match your personality and we cater for a wide variety of looks from a conservative, sophisticated look, to cutting-edge style.

As part of our service we can source specific styles of eyewear and we offer a bespoke design service where a complete pair of eyewear is designed and made for you.

How do I make an appointment for an eyewear consultation?

You can request a free styling consultation at www.jonesand.co. A short phone call is all that is required to schedule your eyewear styling consultation and to explain how the eyewear styling process works, what information to bring, and what to expect. This call will take 5 to 10 minutes. Please call 0161 834 7798 or you can visit reception in person.

Can I browse and try on lots of frames?

If you are more interested in seeing lots of frames, and an overview of eyewear styles and trends then we can tailor your experience to provide that. Just think of a personal shopping experience but with no obligation or pressure.

To find out a bit more or ask any questions just pick up the phone and call us on 0161 834 7798.

But Don't Just Take Our Word For It... Listen to what a few happy glasses wearers have to say.

Phyllis Stodart

Jones And Co. makes using and wearing specs a pleasure! The specs that I have bought from Jones And Co. are the best I have ever had. A combination of style and wonderful lenses – they really are first rate. They fit properly, work effectively, and make me feel glamourous. The staff are experienced in the necessary technical skills and they know how to serve their customers.

Nick Frost

Jones And Co. has had an excellent refurbishment – a well presented, professional operation situated in a good area of town. I have confidence in Conor and enjoy the individual attention by a well qualified practitioner. And I like that my glasses are stylish, different and get commented on.

Hilary Talbot

I was first recommended to Jones And Co. by my daughters. There is no comparison to other opticians – you are the best I have been to in many a year. My glasses actually fit me. They are the best pair I have ever worn.

Let me know if you ever move!!

Bryn Butler

I just couldn't find glasses to suit my taste and the shape of my face until I read about Jones And Co. in a magazine. I just loved the whole experience and I'm now on my third pair of bespoke glasses. The eyecare side is excellent, just what you'd expect from a top optician. When it comes to the frames there's just no comparison. To have frames designed especially for you is brilliant. I like the quirky design features that Stuart incorporates. Each of the 3 pairs I have have elicited compliments.

People are always asking me where I got my glasses. Even the owner of my local chippy is now one of your clients after seeing my latest pair!

I rarely recommend anybody or anything but I've become one of your greatest advocates. Investing in bespoke eyewear is money well spent – they say as much about you as your clothes – why wouldn't you want the best?

Liz Morrison

The experience with Jones And Co. is much more personal than other opticians, but to be honest, it has been too long since I've been to another opticians to compare. Having gone to Jones And Co. I wouldn't go anywhere else now! You never feel rushed and the focus is always on making you feel happy about your choices. I love the fact that they have high quality and unusual frames. My glasses are different and they get noticed.

John Parle

Jones And Co. provide a bespoke service with plenty of choice of first class manufacturer's frames offering lots of options. I like that my glasses are reliable, strong, long-lasting and re-glazable! I have recommended this company to family and friends and I know of at least 4 new customers who now use Jones And Co.

Geoff Rawes

I was referred to Jones And Co. by a close friend. The experience was truly professional and artistic. I liked the relaxed, confident, friendly atmosphere. My glasses gave me a new look. I'm coming up to 69 and they make me feel about 55. My son (37) said "Dad, you've changed!".

Keep up the great work. You have style!

Mike Clough

I was first attracted to Jones And Co. by their "style". From office sign and company logo to the layout of the shop – every part says "quality". From my first visit I was made to feel special – a unique customer. Most opticians give a feeling of a doctor's reception - Jones And Co. make it a pleasure to call in.

Again and again people have commented on my glasses – stylish and a bit different. My parents have worn the same style of frames for 40 years – I have inspired them to try something different. My daughter is a fashion junkie – and is disappointed her eyesight is 20/20 – she wants to be able to wear Chrome Hearts glasses!

The staff are great at Jones And Co. Always friendly and always remember my name.

Philip Saxe & Yvonne Love

We chose Jones And Co. because we wanted something a little different and special. When you wear glasses all the time it's worth investing in something that makes you feel good about yourself. We both went for L.A. Eyeworks. Very distinctive and not many opticians carry their range. People keep coming up to me in restaurants to ask where I got my glasses from!Jones And Co. are a one-off / tailored service (not a high street concern that treats you like an anybody.) You get personal service.

Christine Gaskell

My husband has been a customer for years and has always had fabulous service. The range of frames is fantastic and different. The service is extremely personal and they really take the time to understand the customer and what they want. I came in for 1 pair and liked the different frames so much I ended up with 2. My husband did the same! The whole experience is fantastic.

Paul Dermody

If you want something a bit different, Jones And Co. offer glasses that you do not see every day.

Carol Scott

I chose Jones And Co. because they were able to design glasses specifically for me. To me they are face jewellery. My glasses are very individual and unusual and every pair I have purchased has been commented on and admired. I have purchased 5 pairs and been happy with them all.

Peter Howard

A friendly but very professional approach. My experience at Jones And Co. was much better than high street opticians who lack any form of personal touch. Thank you for your help!

Dr C. & Mrs M. Datta

We were recommended to Jones And Co. 15 years ago and never regretted it. My children still travel from London to visit Jones And Co. for their glasses which says a lot! My glasses have real "wow!" factor and i've even been stopped by another optician who wanted to know where I got my glasses from! Excellent sevice – Well done!

Joy Close

Jones And Co. make you feel special and there is no hurry. I trust them and wouldn't go anywhere else.

M Robins

Having worn glasses for 50 years I wanted rimless "invisible" specs. I had been repeatedly told that it was impossible with my prescription. When I walked into Jones And Co. the impossible happened! It was an excellent, friendly service tailored to my needs – not a corporate experience. No problem is too small for them no matter how many times I turn up!

Lynda Hopkinson

I like the creativity, the staff and the surroundings at Jones And Co.. You are addressed as an intelligent person in your own right rather than a person who knows nothing about opticians. I love my glasses and they are totally individual to me. Keep staying ahead in design!

David Fisher

Jones And Co. have a delightful ambiance and make shopping a pleasure. When it comes to picking a pair of glasses they put a new meaning to the expression "dotting the i's and crossing your t's". People keep asking where I get my glasses from, so they know what they are doing!

Mrs. Ibbotson

I went to Jones And Co. because I heard they could tailor make glasses to fit individual faces. Before glasses were always too wide for my face. Now they fit my face and suit my features perfectly.

Toby Nash

Jones And Co. have more stylish frames than at high street opticians and the individual service and aftercare means you are treated as an individual and not a number. Following an unsuccessful trial with new lenses, Jones And Co. did not hesitate to change them for something more suitable, all at their cost – very commendable.

Cath Havlin and family

We love the friendly atmosphere and of course the people! It feels like visiting our friends. And the quality is always 1st class.

Hilary Geard

I was recommended to Jones And Co. by my husband's business partner. My frames have had very positive comments. They "take years off me" apparently. Only family would be so forthright! Thank you for all your help!

Bob Tower

I've been with Jones And Co. for over 10 years. I chose them because they were a small central Manchester based firm with a tremendous reputation for style and professionalism. And I've never been disappointed. They are on a completely different level from other opticians; it is a much more bespoke service with a slightly funky style that sets them apart from the herd. My glasses are bespoke; not something you'd come across easily in the UK. The newly updated premises are tip top. Keep up the good work!

Hazel Best

Stylish setting, friendly and highly professional service, and very well qualified opticians!

Phyliss Barrett

I chose Jones And Co. because my best friend looked amazing in the glasses they made for her! Now my new glasses get lots of compliments. Stuart and Conor are very friendly and professional always.

John Shonfeld

Reliable, consistent and friendly. I haven't been elsewhere for over 10 years.

Sue Shonfeld

I love the fact that nobody has glasses like mine. Jones And Co. has frames you don't find elsewhere. It's a very personal experience – from Conor and the eye test, to Stuart advising on the georgeous frames, and the final opinion? Kathryn!

Gordon Sweet

Jones And Co. have a unique selection of glasses. The styles are always cutting edge. My difficult prescription is framed in a stylish and modern pair of glasses. I have had many compliments!

Julie Key & Dafydd Ellis – Criccieth, North Wales

Jones And Co. were recommended to us by a friend. We were treated like royalty – infact, I was beginning to think that you had mistaken us for the Prince and Princess of Wales! You were all very honest about what suited us and what looked awful! And you remember us every time we call in. All the best to you!

Linda Walsh

I have been a client of Jones And Co. for over 10 years. Initially, reputation was the draw – the service has kept me returning. Time is no object when it comes to customer satisfaction. A personal service by polite, friendly staff.

I have a strong varifocal prescription and a tiny nose which makes off the shelf glasses uncomfortable and unattractive. I have had both framed and bespoke rimless glasses and have never been disappointed. People often compliment me on the style, colour and shape of my glasses. Ten years and 4 pairs! Also 3 of my friends are now customers!

Margaret Rutherford

The most thorough eye checks and most excellent choice of frames I've ever had!

Liz Cross

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Beth W.

I'm always delighted with the service I receive at Jones & Co. Stuart and the team take the time to really find the best glasses for you. They have a marvellous and carefully selected range of frames - both interesting and more traditional - and if I could buy them all, I would.

The glasses which Stuart recommended have become a real positive talking point for me - I've received countless compliments and they've boosted my confidence no end. I'd recommend Jones And Co. to anyone looking for an inspiring and stylish alternative to the chain store opticians on the high street.

Jenny Wicks

I have been a client of Jones And Co. for many years. I loved the different frames they offered and the service they provided and, technically, I have never had a problem with the frames or lenses provided by them – the glasses are always 'right first time'. Nothing has changed – just improved with Stuart adding his bespoke service – we sat down & designed special lenses & glasses for my wedding. The team will do all they can to help you get the right frames – and always have new designers and styles coming in. I just love the fact that I can always find something a bit quirky! I am quite restrained in terms of dress but like to express myself through less than conservative frames (I have my eye on a bright pink pair now!) Just great style & friendly, great service that one would find difficult to replace.

Angela Cantillon

After several years of visiting various opticians and never finding what I really wanted I read about Jones And Co. and made an appointment to find out more...

There was a world of difference. I had become very frustrated with other opticians who always told me that on account of my varifocals and high prescription I was very

limited as to what kind of frame I could choose. In actual fact, this meant that I never had the freedom to choose a frame for myself, as I was always told what I could have. Usually these "suitable" frames left a lot to be desired.

Jones And Co offer a personal service which is all about what the client wants. The whole team are experts in giving the necessary advice at every stage of a visit to their opticians. My latest glasses are first time rimless, a big achievement, thanks to Jones And Co. They are very lightweight and comfortable. They have a stylish, elegant look about them. They appear to be very delicate but in fact are quite strong.

Since discovering Jones And Co. I no longer dread the gruelling search for new glasses. No longer the exhausting trek to every High Street Opticians, all of which stock the "one size fits all" identical frames. Thankfully, that's a thing of the past for me.

Susan Williams

I could not see properly before , despite 30 years of various opticians and wasting thousands of pounds ! Thank goodness a chance conversation lead to a visit to Jones And Co. Now I can see EVERYTHING - EVERYWHERE - FROM ALL ANGLES - WITHOUT DISTORTION. Perfect fitting and beautiful frames - what more can a girl desire .?? Best wishes , Susan

Alan Gill

I have been using Jones & Co. for over ten years and have always found the glasses available good value for money and the sight testing service very efficient & professional. However the main reason I use Jones & Co., compared to other opticians, is the consistent high quality of their customer service, the breadth of the range of frames they have available and the straight forward advice they give on what styles & colours of frame suit me best. I was extremely pleased with the advice I received at the time of my two most recent purchases...one a pair of classic Persol sunglasses - as first worn by Steve McQueen !- plus a pair of reading glasses, in blue tortoise shell, individually designed for me by Stuart. If you want great service, value for money and glasses with style that really suit you, then I would highly recommend Jones & Co.

Nick Johnson

I'm embarrassingly myopic - my kids call me Mr Magoo so I have to spend a lot on glasses to minimise the visual effects. I do wear contact lens but only for sport, and when I tried wearing them as an alternative, my kids wanted to see me with my glasses back so I guess they're an integral part of my identity.

Five or six years ago I deserted Jones and Co but I recently came back because of the range they stock and because of the quality of the service, tests and advice I was given by Conor and the staff. My brief was one pair that did the lot - distance and reading as I was fed up of swapping glasses. The result was one new pair, a refurbished and reglazed pair of favourite Starcks and a new pair of sunglasses!

Getting my prescription right is a struggle - it's complex – short sighted, high prescription, rugby ball shaped eyes, varifocals for reading (at my age) with a family history of glaucoma! Getting it right is part art and part science from the accuracy of the measurements to the focal point of the lens on the eye, all of which are critical for me. Conor and Kathryn spent time to make sure it was right and after 3 years really struggling with a badly put together pair by a very well known store, I now have lenses that are spot on, and it's such a relief.

My new sunglasses are fantastic - a wild combination of carbon fibre and wood, hand carved and let's say at the 'expensive' end of the spectrum!

Dr Jennifer Ashcroft

I have worn spectacles since I was a child aged 10. For many years I struggled with this in various ways. I always had a problem getting a frame to suit me. Then, if I did manage this, the frames were often too heavy or ill fitting. Sometimes I went for a lighter frame but, with my prescription, the lenses were so thick and heavy the frames still left a mark on my nose.

I did try contact lenses for some years but still liked to have spectacles as a 'stand by'. Then, in my 40's, I found I needed a prescription for reading as well as distance and I ventured into varifocal lenses for the first time and found these better than contact lenses for correcting my vision – so it was back to spectacles most of the time.

I have to say it was a revelation for me to discover the range of frames (so light, so modern, so easy to wear) that Jones and Co. could provide. Not only that, I had very particular needs – I wanted the lightest, state-of-the art lenses that it was possible to buy. Gone were heavy frames, gone were the old thick lenses. Around 12 years ago I discovered that, from Jones and Co, I could get really attractive spectacles that really suited my face. Stuart Jones even designed the shape of the lenses for me in one pair of rimless glasses that I bought – lenses unique to my face.

In addition to the products themselves I cannot fault the individual service. Time is spent in getting to know the customer and their preferences. In addition, the eye sight test itself is very thorough, not rushed at all, and there is great care taken in making sure the prescription is accurate. When the spectacles arrive staff are willing to spend as much time as you want to get the comfort right, ensuring a snug fit so that the glasses are exactly right on the face.

I have been delighted with the service I have received from Jones and Co. over the years and I cannot recommend the company enough.

"After several years of visiting various opticians and never finding what I really wanted I read about Jones And Co. and made an appointment to find out more... There was a world of difference."

Angela Cantillon

Comfortable Glasses Guaranteed

The 60 Day "Love Your Glasses" Comfort Guarantee.

Your glasses will feel great and completely comfortable or we'll replace the frame and lenses at no charge.

Red marks on your nose. Painful pressure behind your ears. No one wants to buy glasses that end up being uncomfortable to wear after a few hours...

At Jones And Co. we give our customers a 60 day "Love Your Glasses" Comfort Guarantee – if for any reason you find that the fit of your frame is uncomfortable to wear or if you have any discomfort with the lenses within 60 days of collecting your new glasses – the Comfort Guarantee means you can choose an alternative frame and/or lenses that will be more comfortable for you. All at no charge.

We also stand behind these 6 promises to you...

- We promise we will only supply the highest quality frames and lenses - so you can rely on your glasses and get a good lifetime from them.
- We promise that our eyewear collections will be current and represent the best of independent, niche eyewear design from around the globe – you will have the world's most appealing styles to choose from and all under one roof.
- We promise to constantly invest in state of the art lenses that will offer you the sharpest possible vision.
- We promise to supply niche eyewear in limited quantities so that your eyewear will be more exclusive to you. So you'll have something individual to you.
- We promise to invest in industry research, ongoing training and professionally qualified eyewear experts so that you receive the best advice.
- We promise to deliver a customer service experience that is personal, friendly, helpful and that makes your day!

Free Gift.

I'd like to give you these additional resources as a way of saying thanks for your interest in this book. These 3 short videos have valuable information that cuts through the clutter and gives you practical advice on selecting your eyewear.

Go here for your free videos: www.jonesand.co/video

VIDEO 1

The Essential Eyewear Style Guide - Find out definitively which frame styles will fit your face shape

This short video features the Senior Dispensing Optician at Jones And Co. Styling Opticians. The video reveals;

- How to quickly tell what face shape you have – so you can pick frame shapes that complement your natural face shape and look great.
- How to tell if a frame is a good fit or not – so your glasses wont be uncomfortable after a few hours of wear
- Three keys to understanding colour tones – so you easily choose colours that will work best for you
- The #1 way you can use eyewear to enhance your image – how to highlight your best features and how to tone down other features

VIDEO 2

What you need to know about Varifocal lenses – the Truths and the Myths.

This is a short video featuring Conor Heaney, in which he gives you his no-nonsense advice on varifocal lenses.

- How to tell if you even need varifocals – the tell tale symptoms to look out for
- Why all varifocals are not the same - and the problems you'll face if you choose the wrong type
- How you can try varifocals with no risk

VIDEO 3

How Your Eyewear Habits Can Save The Health Of Your Eyes

This is a short video featuring Conor Heaney.

- Cataracts – what you need to know about this common eye condition
- What really affects the health of your eyes
- Find out about a lens that eliminates glare like no other

The Definitive Guide To Choosing Glasses That Make You Look Good.

Guided by experienced optometrist and optical industry expert, Conor Heaney, learn how to save time, money and hassle when selecting your eyewear. This book will give you exclusive insider knowledge and know-how when it comes to taking care of your eyewear needs.

Having honed his skills practicing throughout the world from the Institute of Optometry in London to Melbourne, Australia, Conor discovered a pattern. He identified 6 common mistakes that most people make when buying eyewear. Knowing there must be a better way, he set out to design an optical practice focused on the customer – and avoiding the 6 common mistakes.

"I just couldn't find glasses to suit my taste and the shape of my face until I read about Jones And Co. in a magazine. I rarely recommend anybody or anything but I've become one of your greatest advocates." Bryn Butler

Conor Heaney is a qualified optometrist and director of Jones And Co. Styling Opticians - where he refined a unique approach to an optical practice, that looks after more than 2000 client's eyewear needs each year.