



**BLACKHEATH  
EYECARE**

Issue 1 Jan 2020

# Newsletter

## A Warm Welcome and a Happy New Year!



May we start by saying Happy New Year and welcome to the launch issue of Blackheath Eyecare's newsletter. As it will be our 20th anniversary this February we wanted to bring all of our loyal patients something new and special. We'll be bringing you quarterly updates on the latest optical news, what's happening in practice and the latest fashion; so keep your eyes peeled for us in your letter box.

We want to say a big **THANK YOU!**

to all of you, for your continued support and choosing us to be your Opticians of choice. A lot has changed over the last 20 years; we've had a couple of makeovers, a few new members of staff, new state of the art equipment and we hope to keep growing and continue to be a strong part of the community.

From the,  
Blackheath Eyecare Family

Psst... You'll also find an invite to our birthday shindig hidden inside.

### A Little reminder from Jade...

...Don't forget you can recycle your contact lenses!

In fact everything about your contact lenses is recyclable, from the box, the plastic, the foil and even the lens itself.

After popping the cardboard box into your own recycle bin save the case, foil and lens in a pot or box and bring them to us when full. Our recycle bin is at the front desk just pour them in and we'll do the rest.

### DO YOU NEED AN EYE EXAM?

YES  NO

### In this issue:

- A Warm Welcome and Happy New Year.
- A reminder... Recycling.
- Searching the World For Eyewear.
- Woow Vs Pro Design @ The Party.
- Interview With Ravi Sohal.
- Fundraising For Brain Research UK.

### Save the Date

01/01/2020

10am-530pm

It's our 20th birthday  
celebrations!



# Searching the world for eyewear!

We'll share a little secret with you, finding the perfect eyewear is just as difficult for us as it is for you. You may not know that we go as far as searching the globe for the right spectacles and products to display here in our little boutique practice at Blackheath. Every year we attend fashion and trade shows to see what's 'trending' for the next year and scout the next biggest designers; with hope that we will bring something new home to you.

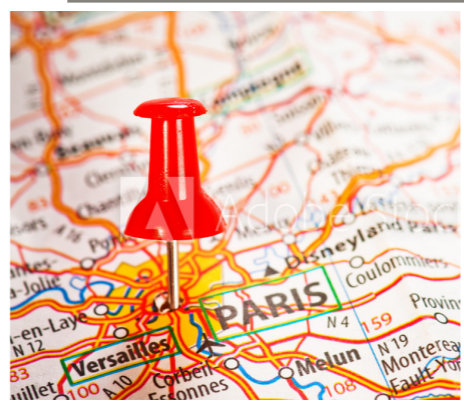
Our favourite way to hunt for new spectacles is to attend one of the year's largest optical showcases - Silmo Paris,



one of the years fashion events that simply shouldn't be missed. The four day event includes catwalks, the European Silmo D'or awards, and a chance to see the latest in fashion and technology. It's not all fashion and frames at these events though; we're also able to find new eye care gadgets and equipment, which in turn allows us to provide better healthcare services.

We learned that throughout this year there are three prominent styles you'll see coming into fashion. There really is no one style that fits all! Not too long ago, the frame trend was small and narrow and then large oversized acetates overtook, making eyewear a fashion statement.

This year, you'll notice return of metal optical frames with a Nordic vibe throughout. You'll see a mix of both micro and oversized looks made from titanium and rose, white or yellow gold plated metals.



For those of you that like acetate (superior stronger plastic) frames, you'll find them a little thicker and more substantial. Italian and Japanese acetates are designers' favourite materials as you really can feel and see the difference in quality. You may also see the introduction of 3D printed models. Brands on our radar this year have been **February 31st** and **Mykita**. Both brands were at the show in September, we were lucky to meet their 'head of designs' and see their new creations.

Since we love their concepts, materials and engineering we'll be keeping a close eye on them. The event gave us a lot to think about and we can't wait to announce who we choose to take on next!

# An Interview with Ravi Sohal

Optometrist, Founder, Optical Investigator.



## When did the practice open?

It's now been 20 years since the practice opened; it was originally started by an eye doctor and his wife who both retired in 2007.

## How long have you been in the practice?

I first joined the practice in 2003 when I was just 22 years of age. Time has flown by and now I'm 17 years on, thankfully I enjoy it just as much now as I did then.

## How has the practice changed since it first opened?

The practice has changed a lot since I first started. The physical transformations are most obvious. Looking back on pictures of our original shopfronts (pictured right) bring back a few memories.

## How has the range of Spectacles changed since then?

The variety and quality of our eyewear collection has consistently improved throughout time. We now offer a number of niche eyewear collections which mainly focus on quality and design. Our dispensing team also offer a personalised one to one consultation, which really helps when trying to find a pair of glasses that suits.

## What's difference in conducting an eye test now compared to when you first qualified?

The basic principles of conducting an eye examination are essentially the same. Although, we now have and are using amazing technology to help us record and monitor patients' eye health; which is definitely far better than what I had access to when I first started. Our advanced level examination utilises this technology and is definitely worth booking for those who require a more detailed assessment.

## What have been your challenges along the way?

As with any occupation, there are always challenges, however what makes them easier to overcome is being surrounded by a great team which I am fortunate to be a part of.

## How has the team changed over that time?

We have a few team members who have been here longer than I have.

Suzy has been part of the team for nearly 20 years. Qualifying as a Dispensing Optician in the '80s, Suzy doesn't just have a good eye for glasses but has a wealth of knowledge too.

Sue is our Monday receptionist and has also been part of the practice for 20 years, acquiring vast knowledge about eye conditions; we all think she could have been an optometrist in another lifetime!

Jade has been with us for over three years and has blossomed into a fantastic and integral member of the team. She enjoys picking out frames and ensures

that all aspects of the frame are considered so that the best result is achieved.

We welcomed **Amiee** as a new addition to the team last summer. She is a qualified Dispensing Optician and was an Optician award finalist for frame stylist of the year 2019. She has extensive experience with boutique eyewear and has a fantastic eye for fashion.

**Annupe** and **Deepak** our Optometrists have years and heaps of knowledge that help ensure we are able to provide the best optical services to our patients. I couldn't ask for a more supportive team.

# Woow vs. Prodesign The Face Off!

WOOW has an eclectic mix of funky designs combined with vibrant colours. Between traditional style and casual fashion, chic and off-beat with a trendy London feel, the WOOW style speaks to all with a sense of humour. The little message on the end tip of the frame is bound to make you smile.

We love that their entire collection has been designed and handcrafted in their own design studio, where great minds come together to create something out of the ordinary; after all who wants to be the same as everyone else?

Prodesign is a Danish brand that makes high-end designer eyewear, with clean lines and a stylish form. A little more understated with playful touches of colour, detail and a lightweight feel, you'll likely find a frame that will suit your style for all occasions. Made with high quality materials, Prodesign eyewear is made to last while also making a fashion statement, they provide the perfect look for work or play.



## Birthday shenanigans

For the chance to see the full Woow and Prodesign adult collections and meet the UK representatives, pop along to our **birthday shenanigans on the 01/02/2020**. We're offering complimentary eyewear consultations and a little something special on the day. Not to mention celebration vibes, nibbles and bubbles.

If you'd like to attend please **RSVP** by emailing us at [newsletter@blackheatheyecare.co.uk](mailto:newsletter@blackheatheyecare.co.uk) with the subject 'I'd like to party', if you'd like to request an on the day eyewear consultation **RSVP** with 'Style me'.

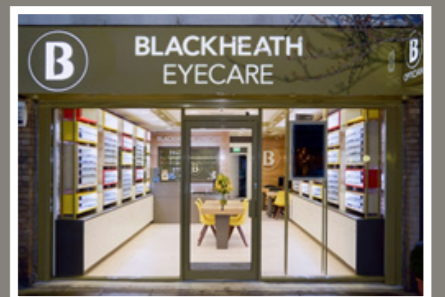
(Eyewear consultations are limited on the day so please let us know ASAP if you'd like to book.)



1980's



1990's



2000's

# Love your spectacles?

We know that your spectacles aren't just peepers to make you see, they're a fashion statement and for some a life changing appliance. If you'd like to support us in helping more people see clearly, please spread the word by either posting a video, photo or written testimonial on any of our social media platforms or by Google review.



Thank you!



## Fundraising for Brain Research UK

A lot of you may have got to know our Suzy very well over the years. She has been part of the practice for nearly 20 years. Suzy is a quieter member of the team, but is integral to the smooth running of the practice and has helped many people in the community for a number of years.

We had some sad news earlier this year, Suzy's husband Geraint, passed away after suffering a cardiac arrest. The brilliant doctors from King's Hospital managed to stabilize him, however, the lack of oxygen caused severe damage to his brain and sadly he never woke from his coma.

Suzy's children, Alan and Laura, will be running in the London Marathon 2020 in honour of their dad, for the fantastic charity Brain Research UK.



As a tribute, we will be collecting donations for Brain Research UK, who do so much valuable work. We will also be donating £25 for every pair of complete spectacles\* that we dispense during our birthday celebrations. Thank you in advance for anyone who chooses to make a donation.

*\*Complete spectacles – lenses and frames with a minimum spend of £300 with voucher. T's & C's apply.*

## Contacting us!

### Address

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[www.blackheatheycare.co.uk](http://www.blackheatheycare.co.uk)

[newsletter@blackheatheycare.co.uk](mailto:newsletter@blackheatheycare.co.uk)



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### Opening Hours

Monday	9am - 5.30pm
Tuesday	9am - 5.30pm
Wednesday	9am - 5.30pm
Thursday	10am - 7.30pm
Friday	9am - 5.30pm
Saturday	9am - 3.00pm
Sunday	Closed

Your feedback is invaluable. We are always interested in what our customers have to say. Please send any thoughts and comments on what were talking about to [newsletter@blackheatheycare.co.uk](mailto:newsletter@blackheatheycare.co.uk). If we have failed in your eyes to make it interesting enough you can unsubscribe by sending an email to [unsubscribe@blackheatheycare.co.uk](mailto:unsubscribe@blackheatheycare.co.uk)