



The
Ultimate
Guide to
**FINDING
THE
PERFECT
OPTICIAN**



Nicos Antoniades FBDO



A letter of introduction

Nicos Antoniadis FBDO

CO-OWNER, THE OPTICAL GALLERY

16 King Street,
Twickenham,
TW1 3SN
0208 892 2800

340 Hook Road,
Chessington,
KT9 1NU
0208 391 0900

Dear Friend,

If you're on the hunt for the perfect optician and eyewear that suits you, you've come to the right place. Just like every face is unique, optician practices can vary too. In your search for the ideal optician, you'll likely come across similar options. However, not all eyewear experiences are created equal.

At The Optical Gallery, our goal is simple: to provide our clients with an effortless and enjoyable eyewear experience. Seeing you happy and satisfied with your new glasses is our utmost priority, and there is nothing more rewarding than seeing our clients light up with joy when they rock their new glasses after we've helped style their eyewear.

Our dream is that everyone turns that negative stigma of wearing eyewear as a medical necessity into a style accessory that accentuates their personality. A part of that journey is finding the correct optician. So to help you discover that hidden optical gem (even if it's not us), we've put together a handy guide called "finding the perfect optician" Consider it a gift from us to you.

Enjoy

P.S. When you're ready, I encourage you to schedule your free eyewear styling consultation with us. Let us demonstrate the exceptional service that sets The Optical Gallery apart. And here's the best part: there's absolutely no obligation to make a purchase. During your consultation, you'll receive plenty of practical advice and guidance that will make choosing eyewear a breeze, no matter where you ultimately decide to go.

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HOW LONG IS THE EYE EXAMINATION?

In a world where appointments are often rushed, we believe in taking the time to understand your unique needs. While the average eye exam lasts just 20 minutes which is just enough time to work out your prescription and check your eye health. Our optometrists dedicate a full 40 minutes to truly get to know you. We delve into your preferences, lifestyle, and even your profession. By investing this extra time, we ensure personalised advice and tailored solutions. There's a world of difference between being ushered out the door after a quick consultation and having a thorough conversation with an expert.

WHAT EYEWEAR DO THEY STOCK?

Ever wondered why most frames seem so similar? That's because many 'designer' frames are mass-produced by the same global company, with only a logo change. However, a select few independent opticians specialize in unique, niche eyewear crafted by passionate designers. Handmade with utmost care, these frames are the epitome of quality and individuality. If you're seeking something different from the mainstream, niche eyewear is your ticket to eyewear bliss. Ask your optician about their frame sources, and you'll find the ones with genuine enthusiasm recounting their journeys across Milan, Paris, Antwerp, and Copenhagen in search of the finest eyewear the world has to offer.



DO THEY OFFER A FREE EYEWEAR STYLING CONSULTATION WITH NO PRESSURE OR OBLIGATION TO PURCHASE?

Choosing glasses shouldn't be a painful, time-consuming process. At The Optical Gallery Opticians, we've revolutionised the way you select eyewear. Say goodbye to aimlessly trying on random frames that don't suit or fit; our eyewear styling consultation offers a sophisticated alternative. By understanding your preferences, face shape, and personal style, our styling opticians guide you through a curated collection of cutting-edge eyewear. This no-pressure, relaxed environment allows you to discover the perfect frames effortlessly, with the assistance of an eyewear professional. We firmly believe that making the right eyewear choice should be an enjoyable experience, free from any obligation to purchase.



DO THEY OFFER A CONFIDENCE GUARANTEE?



Beyond regular product warranties, we stand by our commitment to your satisfaction. Can your optician ensure you'll be completely comfortable with your glasses? At The Optical Gallery Opticians, we offer a 30-Day 'Love Your Glasses' Comfort Guarantee. If you're not entirely satisfied with your new glasses, we'll exchange the frame and lenses for you, free of charge. We guarantee that you'll adore your glasses! Furthermore, our aftercare service is always here to support you throughout your eyewear journey.

ARE THEY REALLY QUALIFIED EXPERTS?

When it comes to eyewear expertise, not all opticians are created equal. While optometrists undergo professional qualifications and continued education, the same cannot be said for opticians. In many practices, unqualified sales assistants outnumber qualified dispensing opticians. However, at The Optical Gallery Opticians, we only have highly trained, qualified dispensing opticians. They possess the skills and knowledge to provide you with the best eyewear solutions. When you visit us, you'll always have the opportunity to consult with an expert who takes the time to get it right.



ARE THEY STYLE CONSCIOUS?

Glasses should never be solely seen as a functional necessity; they can be a stylish accessory that enhances your overall look. Unfortunately, many opticians miss the mark when it comes to understanding style. At The Optical Gallery Opticians, we believe you deserve more. Our team has a keen sense of style, evident in the environment we've created and the frames we choose to wear ourselves. When we advise you on frame styles, we bring passion and flair for good design, helping you look your best and feel confident in your eyewear choices.

DO THEY HAVE A REPUTATION THAT SPEAKS VOLUMES:

Testimonials and reviews provide valuable insights into an optician's reputation. At The Optical Gallery Opticians, we pride ourselves on our extensive collection of over 100 five-star reviews across Google, Facebook, and independent review platforms. Our clients enthusiastically share their experiences because we've earned their trust and exceeded their expectations. Don't just take our word for it; check it out for yourself.



CAROL DARE

The service from start to finish is of the highest standards Staff are courteous, professional and genuinely interred in finding the best frames for you and your needs. I won't go anywhere else and have already recommended the OG to my family. Thank you everyone at the Twickenham shop



GAVIN CLARKE

I discovered The Optical Gallery while shopping for new frames and having visited several opticians but been disappointed by their stock - I was after something a little bit different. They had an interesting selection and helped me narrow down my choice, based on some thoughtful consideration and careful weighing of options. They helped me pick a pair that really suited me. I love the glasses and the aftercare, when it came to adjusting the frames, was amazing. I can't recommend The Optical Gallery enough - personal and friendly service.

DO THEY GIVE YOU AN OPTION OF FREE FLEXIBLE PAYMENTS?



We understand that investing in eyewear is a significant decision. That's why we offer not only a range of choices tailored to your budget but also free flexible payment options. Spread the cost of your glasses over 3 months without any additional charges, interest, or credit checks. Our goal is to make the eyewear buying experience as convenient and stress-free as possible, from your unique taste in frames to how you prefer to pay.



ARE THEY SUCCESSFUL, DO THEY GET REFERRED?

Choosing a highly successful practice speaks volumes about their commitment to excellence. At The Optical Gallery Opticians, we've proudly served over 15000 clients. Our success is rooted in referrals from satisfied clients who trust us with their eyewear needs. We never compromise on quality or take shortcuts when it comes to your eye care. Our opticians and optometrists are highly trained professionals who strive for state-of-the-art outcomes. When you choose us, you're in the hands of industry-leading experts.



Promises matter

Price alone doesn't define quality and expertise. You can get glasses very cheap from some of the major multiples, and even cheaper online. If your looking for quick and easy solutions then maybe they are the places to go. But if quality, expertise and care is what you are looking for then choosing the correct optician for you is essential, so make sure you know what your optician stands for and promises.

As well as our superb gaurantees, The Optical Gallery Opticians stand behind six core promises:

- Highest Quality Frames and Lenses: We only supply eyewear of the utmost quality for a lifetime of reliability.
- Cutting-Edge Collections: Our eyewear selections showcase the best independent, niche designs from around the world, providing you with an unparalleled array of styles under one roof.
- State-of-the-Art Vision: We invest in advanced lenses to offer you the sharpest, most precise vision.
- Exclusivity Tailored to You: By offering limited quantities of niche eyewear, we ensure your eyewear is unique to you.
- Expert Advice and Training: Our team constantly hones their expertise through industry research and ongoing training to provide you with the best advice.
- Unparalleled Customer Service: We're committed to delivering a personal, friendly, and helpful customer service experience that brightens your day.



CONCLUSION

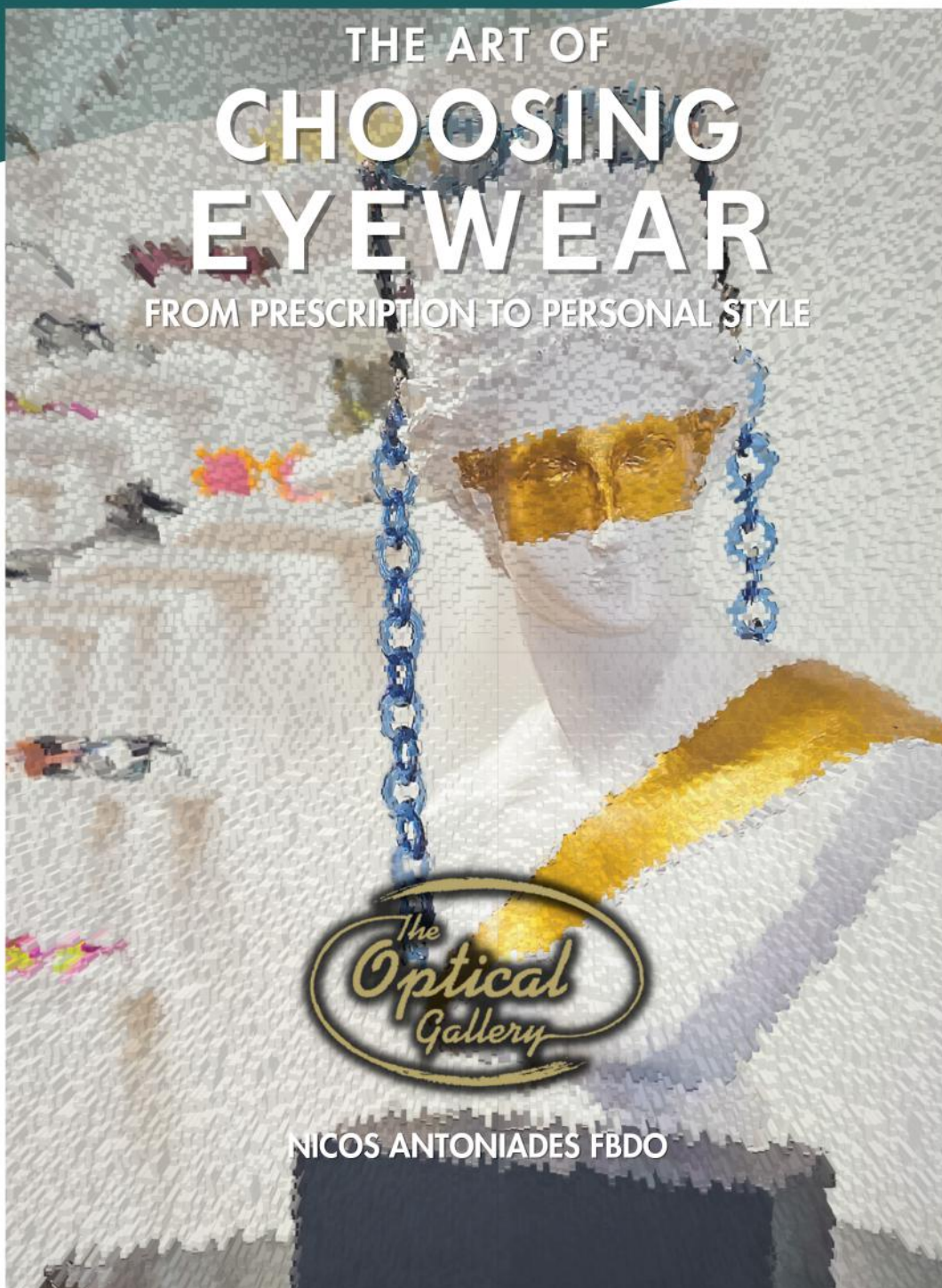
Congratulations on completing our eye-opening journey through the secrets of finding the perfect optician! We hope this guide has empowered you to make informed choices and seek the best optician for your needs. Whether you choose The Optical Gallery Opticians or not, we encourage you to prioritise your eye health and experience the joy of finding eyewear that reflects your style. When you're ready, visit us for a free eyewear styling consultation and discover The Optical Gallery difference. Remember, there's no obligation to purchase, but you'll receive practical advice and guidance to make choosing eyewear an effortless and enjoyable experience. We look forward to welcoming you to our optical gallery soon!

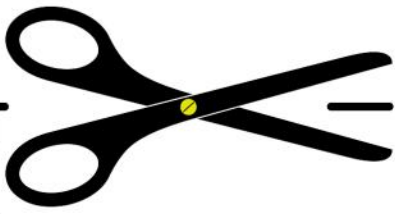
Best wishes,

Nicos Antoniadis FBDO
The Optical Gallery Opticians



If you've found value in this guide, you might be interested in exploring further with the author's second book. In this next volume, Nicos takes a deeper dive into decoding your prescription, tailoring eyewear to your visual lifestyle, and offering practical advice for choosing your subsequent pairs of glasses. This companion piece builds on the foundational knowledge provided here, enriching your understanding and empowering you with the tools to navigate your eyewear journey with confidence.





£25 off

your next frame



Terms & conditions apply

(On presentation of this voucher)

SERVICES

Online booking available

Eye Examination	39.00
Contact Lens New Fit/Trial	45.00
Contact Lens Examination	39.00
Eyewear Styling (Usually)	39.00
Eyewear MOT	FREE



THE OPTICAL GALLERY TWICKENHAM BRANCH

16 KING STREET, TWICKENHAM
TW1 3SN

020 8892 2800
INFO@OPTICALGALLERY.CO.UK

THE OPTICAL GALLERY CHESSINGTON BRANCH

340 HOOK ROAD, CHESSINGTON
KT9 1NU

020 8391 0300
INFO@OPTICALGALLERY.CO.UK

THE OPTICAL GALLERY CHEAM VILLAGE BRANCH


31 THE BROADWAY, CHEAM,
SM3 8BL

0207 155 1324
EMAIL@ASHTONRILEYEYECARE.COM

Follow
-US-

@TheOpticalGallery





Uncover the keys to selecting your ideal optician with "The Ultimate Guide to Finding the Perfect Optician" by Nicos Antoniades FBDO. Drawing upon over two decades of experience and a deep-rooted family heritage in opticianry, Antoniades presents an essential guide for anyone in search of exceptional eye care. This book is distinguished by its practical advice and real-life testimonials, complemented by authentic client photographs, underscoring the quality of service and attention to detail.

Antoniades explores the vital elements of choosing an optician, from the importance of thorough eye examinations to the craftsmanship of premium eyewear. Aimed at providing readers with the knowledge to make informed choices, this guide ensures you receive bespoke solutions tailored to your individual requirements.

"The Ultimate Guide to Finding the Perfect Optician" transcends its reflections on The Optical Gallery's renowned service to serve as an invaluable resource for anyone wishing to ensure their eye care provider upholds the utmost standards of professionalism, knowledge, and client care. Allow Nicos Antoniades to steer you through the essential considerations, empowering you to select an optician that best suits your health and lifestyle needs, all presented without unnecessary complexity or jargon.