

THE O.G. MAG



TWICKENHAMS MOST
LOVED OPTICIANS,
DEVASTATED AFTER FIRE
OUTBREAK

**WE'RE COMING
HOME**



We have the recipe for AMAZING eyewear

EDITORS NOTE



"I LOVE my profession, but I haven't always"

In the early days I found my job mundane. As a dispensing optician we are knowledgeable on all aspects of optics. However we can not sign off a prescription, and to be honest, it never took my fancy testing eyes. But I appreciated optometrists that do like that side of optics.

My passion was always helping clients with their visual needs and guiding them to the correct lens choice in the correct frame. Eyewear can be so boring. That is until I went travelling. I was in two minds if I wanted to continue in optics, but it was in Venice where I began to see beautiful eyewear being worn.

Bold beautiful colours, complimenting designs and no logo. I began asking these eyewear fashionistas what they were wearing.

For the first time on my travels I decided to pop into an optician.

My name is Nicos Antoniadis, one of the owners that recently opened Ashton Riley Opticians in Cheam Village. I am a second generation, qualified dispensing optician with 20 years experience within optics. I have worked in various opticians in my time, from large chain multiples to small independents. One thing I can honestly say is nothing compares to a great independent optician! Especially one that has a real passion for what they do. I LOVE my profession, but I haven't always.

There was a warm independent boutique feeling about it, rather than the cold, medical environment I'd been used to. There were designs from independent brands that specialised in eyewear.

I introduced myself to the owner and he offered me some eyewear styling. I had never heard of an eyewear stylist before?! Eyewear was brought over to me whilst I had a coffee. I was asked about my style, image and personality. I was guided through a selection styled to me. I was having a great time, I was with an expert who had a passion for eyewear style.

They told me their ethos was "To have the title of 'optician' we should be medically excellent, but we should also be an expert in styling eyewear to faces"

"To have the title of 'optician' we should be medically excellent, but we should also be an expert in styling eyewear to faces"



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WHAT IS HAPPENING WITH THE OPTICAL GALLERY?

WE'VE MISSED YOU

March 19th 2022, our beloved opticians had a fire outbreak, which destroyed; back end of our property, our lab, equipment and stock.

The big question everyone has been asking is how did the fire start?!

We do not know for sure, but there were two options; Either a leak from under our glazing machine or some hot works we carried out towards the end of the day in which the off cut had smouldered in our bin.

Because the location of where the fire started both options were situated, Fire investigators could not pinpoint as to which scenario started it.

However due to the heat, lens sprays in our lab had ignited and acted as the catalyst to the spread of the fire rapidly.

As many of you know, The Optical Gallery has been in our Twickenham community and family for over 26 years and this is the hardest

thing we have had to go through as a company and family, especially it occurring just after the COVID lockdowns.

Primarily, we are relieved that no one was injured or worse!

We have been flooded with messages, phonecalls and emails of sympathy and encouragement, and we have been strengthened from the support we have received from; clients, friends, staff, other opticians and neighbouring business owners.

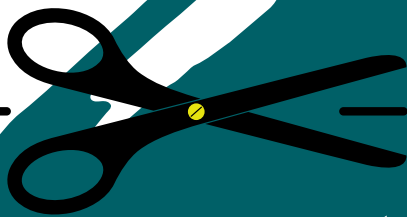
Many of you have travelled to our Chessington branch, and have been patiently waiting for us to come back. We are forever thankful!

Up until September we had been pushing forward with our insurance company's which have finally settled up, and works have begun on re-building our flagship store.

As the dust finally settles, we have a clearer vision of what the future holds for us. Out of every bad situation, there is always good and the vision for Twickenham and delivering our unique styling service to our community and beyond looks bright.

We have a chance to bring a breath of fresh air to optics yet again.

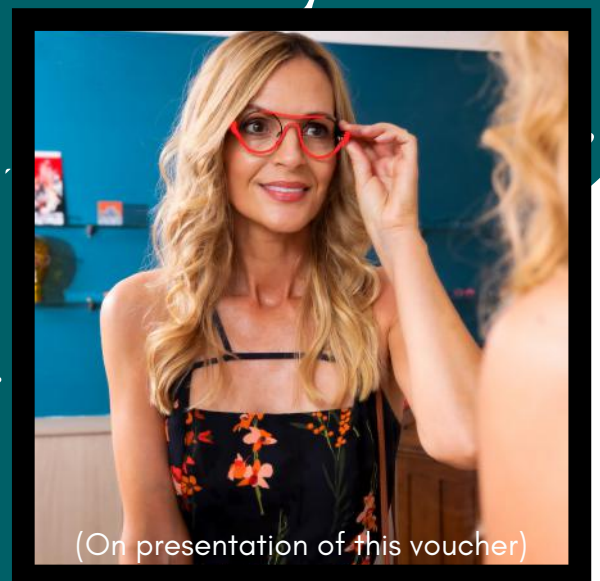
Our architect Matthew Barnett has can begun the process of organising our new look and we can not wait to invite you all to see the new and improved Optical Gallery at the end of January 2023. Still stocking the best eyewear from around the world. Still giving you the best eyewear styling advice you will get in the UK. Still getting the very best clinical advice using the very latest technology.



FREE EYEWEAR STYLING CONSULTATION



Worth £39



(On presentation of this voucher)



THE RECIPE FOR AMAZING EYEWEAR



We will have a chat about your eyewear, what's important to you, what you are looking for and based on what you tell us, our stylist's will give you their input and recommendations.

We then move on to the fun part of trying on frames. Our stylist's will pick frames that are relevant to your taste and that will look good on you.



Together, we will look at all the possibilities and narrow it down to the eyewear that is going to be the best fit with what you need.

At the end of your consultation, if we find something you like we can certainly order the glasses for you. If you don't find anything that's quite right then that's fine too. There is no pressure.



We miss you all!



See you soon!



WHAT HAVE WE BEEN UP TO?

Every dark cloud has its silver lining, and God has looked down on us over the past 7 months. We are in a positive space.

Moving our team down to Chessington took some adjustment for all of us. We can not praise them enough for the support throughout this situation. Having great staff that share your vision and passion is the backbone to any business.

Shortly after our devastation, Brittini qualified as a Dispensing Optician. Brittini has been with The Optical Gallery for three years.

It takes 3 years to become a qualified registered Dispensing Optician, including 1 years pre-registration. Unfortunately for Brittini, her pre-registration period began during the lockdowns, so her final exams we're postponed.



But patience is a virtue, and we were thrilled to welcome another qualified expert under our wing. So congratulations Brittini. You're a blessing to a world of optics where most people see an unqualified member of staff these days.

With an overload of staff in one practice, we found time to work on other aspects of The Optical Gallery, like our online presence.

Just like our in-store family, we have found a way to provide a worldwide service.

If you have ever been styled by Nicos, you will know his keen eye for helping you select the perfect pair of glasses.

Using the power of the internet, Nicos has been styling clients from around the globe using Zoom. We now have eyewear enthusiasts from America, Iran and Mexico to name a few.

We have transformed our website and social media platforms into online shops, not all our stock is on our website. With sales in store and online, we are still trying to work out the best way to stay on top of our stock. We update the website regularly, but some pieces we like to leave to the imagination, and you will only see these pieces if you come in store.

The Beginning of November saw our eyewear party events start up again since lockdown.

We hosted the first complete Cazal Legends trunk show in the UK, and We had a great time doing it with our clients that attended.

You can watch the full event over on our YouTube channel '@theopticalgallery' (Please remember to; like, comment & subscribe, it really helps us to grow)



(Click play to watch)

Opportunities occur at the times you least expect.

You may know already that 3 years ago we designed our first collection of eyewear, under the brand name '3 brothers'.

We conducted our first photo and video shoot for the brand along with up and coming London street fashion brand 'SWAY London'. We met some fantastic people, it was a real eye opener to the world of fashion in which can get overlooked in such a medical environment.





Since then we have seen our eyewear picked up by the likes of Made in Chelsea TV influencer Angus Findlay who regularly sports our 3 brothers model 'Big Maz' named after our father Marios.

We have since acquired the design, manufacturing and distribution company 'Ashton Riley' in which we umbrella 3 brands; Ashton Riley, Relyks & 3 brothers.

You will only find our product in independent opticians and we are currently stocked in over 600 around the UK.

For us, it is a chance to expand our optical knowledge in a creative way.

Along with our eyewear distribution company we acquired a new practice in the heart of Cheam Village, under the name Ashton Riley.

This is where we showcase our entire collections as well as our favourite independent brands which we have introduced to you over the years. Brands like Theo Eyewear and Kuboraum.

Over the next couple of months, we shall be putting the finishing touches to our beloved Twickenham store, and planning a re-opening party.

Our eyewear stylists will be meeting with the eyewear brands we stock to select the new styles for the forthcoming seasons to greet you all with.

As Ashton Riley & 3 brothers, we have been working on new designs that we can not wait to share with the world.

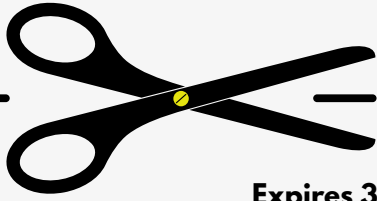
We shall keep 'The O.G.' magazine released every quarter with the latest updates and fashion trends and technology as a way to be able to stay in touch with you all.

If you need us for anything before our relaunch, please do not hesitate to email, phone or pop down to our Chessington branch. We would love to hear or speak to you all!

All that is left to say is we wish you, your families and loved ones a merry Christmas, health and strength for the new year.

'The meaning of life, is the acquisition of memories'

#THEOPTICALGALLERY



Expires 31/03/23

WELCOME BACK

20% OFF YOUR 1ST FRAMES & LENSES

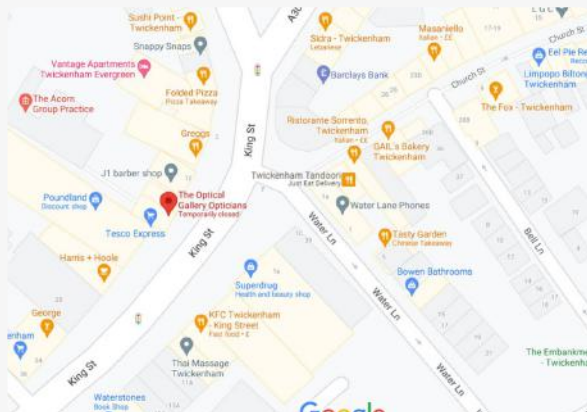


Terms & conditions apply

(On presentation of this voucher)

SERVICES

Private Eye Examination	39.00
NHS Eye Examination	FREE
Contact Lens New Fit/Trial	45.00
Contact Lens Examination	39.00
Eyewear Styling	39.00
Eyewear MOT	FREE







THE OPTICAL GALLERY



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What's on nearby



04TH
DEC
2022

Luxury Christmas Wreath Workshop

Clarissa's Flowers teaches you to create your own luxury feasting door wreath, with a complimentary glass of fizz and mince pie!

Time: 5:30 pm to 7:30 pm

Avocado & Lemon 10 London Road Twickenham TW1 3RR

Christmas Market in Support of Ukraine

This Christmas market is in partnership with the local Ukrainian community humanitarian efforts against the war. Enjoy crafts, gifts, traditional Christmas food and some Ukrainian Christmas entertainment.

Time: 12:00 pm - 6:00 pm

Civic Centre, Twickenham, TW1 3BZ



11TH
DEC
2022

Regent Brass Christmas Concert

Get in the festive mood with a Christmas concert by award winning brass band Regent Brass. Grab a mince pie and some mulled wine and settle in for an evening of traditional Christmas music alongside reworkings of contemporary pop classics.

Time: 7:30 pm

The Exchange Twickenham

Manford's Comedy Club

Susan Murray - Hatty Preston - Will Duggan plus one more act to be announced soon! A great evening of original and hilarious comedy.

Time: 7:00 pm to 9:15 pm

The Exchange Twickenham



16TH
DEC
2022



JAN
TBC

The Optical Gallery Re-Launch Party

Twickenham's most loved opticians re-opens its doors, presenting an evening of celebrations and exciting new collections from the worlds greatest niche independent eyewear.

More info to follow

WWW.OPTICALGALLERY.CO.UK