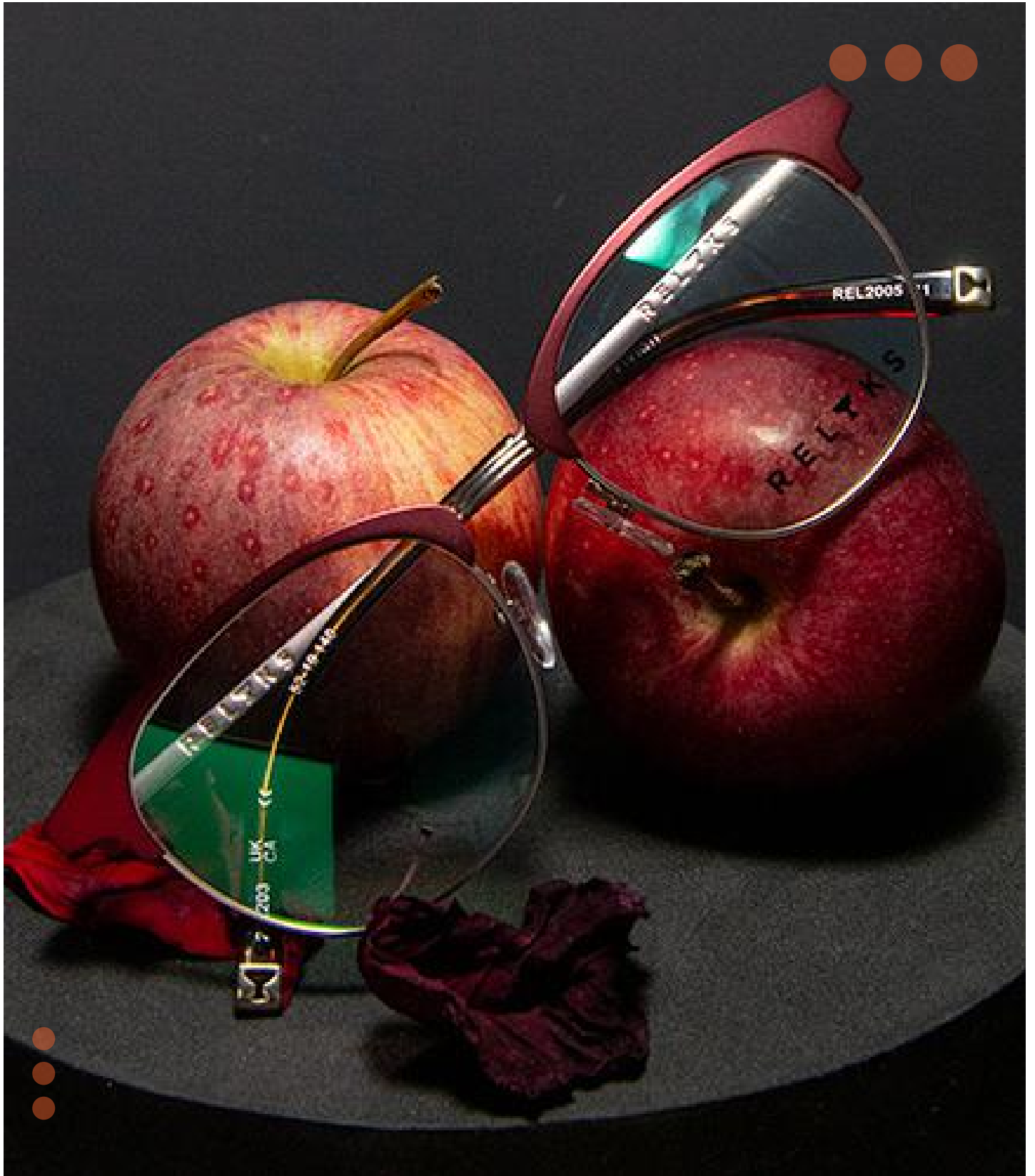


ASHTON RILEY MAG



THE MYTH:
"I'M TOO OLD TO WEAR FUNKY GLASSES"

WWW.ASHTONRILEYEYECARE.COM

EDITORS NOTE



My name is Brett Waugh, and I am the chief designer and founder of Ashton Riley.

I had an unusual entry into eyewear design. In 2001 I started work for an eyewear company as IT support. I enjoyed the problem solving aspects of IT, which it turns out helps when you are designing and manufacturing eyewear.

The problem solving was fun. What was less fun was dealing with stressed out users, who urgently needed their computer to work and would vent their frustration at the person trying to help.

That said I loved interacting with people. So I worked in different areas of the business. IT, Customer Service, Product Development, Sales, Forecasting and Logistics.

"After 15 years I was Commercial Director for one of the largest Eyewear Companies in the UK"

We made millions of pairs of spectacles and sunglasses each year.

My enjoyment of problem solving and engaging with customers lead me to starting my own business. Creating eyewear that was beautiful, stylish, high quality and affordable. With long standing manufacturing relationships, I was able to get fantastic prices for great quality frames. I wanted every consumer to have a pair of glasses they loved and looked great in.

"This is why Ashton Riley was born, which I named after my son, who's favourite animal is a gorilla, hence our brand mascot."

I started with the customer at the beginning of the design process. What do spectacle wearers want. How can we make the experience of wearing glasses more enjoyable.

The quality of the frames was key. We had to produce great quality frames that felt good to wear.

Focusing on materials, craftsmanship, fit and style. We created the first 12 styles using this brief, and I took to the road independently.

Opticians we supplied were delighted by the value for money, and their patients who bought them loved them!

The only push back was opticians wanted more styles from our collection to offer.

My love of engaging with people was key to extending the brand in the right way. I wanted the opticians to tell us what they needed and what their patients were struggling to find.

Armed with clear needs, we added more styles. Covering all face shapes, colours and materials. We added sunglasses, titanium frames, rimless frames, compact styles to fit petite faces and children. The new additions carried the same Ashton Riley DNA, being stylish, high quality and affordable.

Ashton Riley is now stocked all over the UK. We continue adding new models to the collection every quarter. We have even launched a new brand under our umbrella called 'Relyks', Focusing on unique, high quality materials.

The logical next step was to open our own opticians that we could call home. This means we can get even closer to the wearers of our eyewear, and receive first hand feedback on what is important to our clients. Helping us design the next generation of Ashton Riley and Relyks frames.



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THE MYTH

Your eyewear is the first impression you make when meeting people, because we have to see passed the eyewear to see you.

Working as an eyewear stylist and a qualified dispensing optician for over 20 years, I have styled a variety of; faces, personalities, ethnicities and age groups. As you can imagine have heard every comment regarding selecting eyewear.

"I want to hide that I am wearing glasses" - *Sorry, you can not! They are in front of your face, maybe try contact lenses.*

"These remind me of Harry Potter glasses" - *Harry wore some very cool glasses and he rocked round frames.*

"I'M TOO OLD TO WEAR FUNKY GLASSES"

"I WANT ONE PAIR OF GLASSES TO DO EVERYTHING AND MATCH EVERYTHING FOR THE NEXT TWO YEARS"

IMPOSSIBLE!
HAVE YOU TRIED WEARING ONE PAIR OF SHOES EVERYDAY FOR TWO YEARS, FOR EVERY SITUATION AND OCCASION?

If you are this shoe wearer, I would hate to smell your feet!

Believe it or not, some people are like this with their glasses and I have had to clean them, with two years of constant wear and a build up of yuck. You know who you are!

But the one comment I have heard on a weekly basis throughout my career which I can not understand is;

"I AM TOO OLD TO WEAR THESE FUNKY FRAMES"

This is the biggest myth I have ever heard! I'm no psychologist, but I believe that if you are this person, then you are preventing yourself from having a great time and feeling amazing in your glasses.

Prue Leith



Especially when you can see that the frames look incredible, flattering and compliment your personality.

It's these clients that also tell me that they 'feel younger in the mind than body'.

Well, you are not showing it off through your eyewear!

Eyewear is a form of expression, I want to dedicate this article to those that feel they are 'too old' to wear funky eyewear. To those that see other people wearing interesting glasses, but are worried about taking the step themselves.

We stock and manufacture some of the most incredible designs of eyewear in the world, and I am going to showcase some celebrities of a mature age that embrace the art of wearing stunning eyewear.

The face of the 'Great British Bake Off' and a face that has made eyewear more than just a medical apparatus to correct your vision. Prue is a true ambassador for all opticians, and has made a career from wearing bold and complimenting eyewear. She even created her own range at one point, although I never really saw her wear them. Probably as other designers were by far more superior...Stick to baking Prue, leave the eyewear to us experts.

Nether the less, at the age of 82, Prue is definitely embracing her

identity through her fashion style. Eyewear is a massive part of Prue's accessories, matching her jewellery and clothes to her wardrobe of frames.

What I love the most about Prue's eyewear, there are no logo's on them. it's all about the design and of course the colour. So unless you are in the know, you wouldn't be able to identify the brand or where to purchase a pair like Prue.

In this photo, you can see Prue wearing an independent brand from Belgium called Theo Eyewear, which we hold here at Ashton Riley Eyecare and absolutely love!

Oprah Winfrey

Oprah is another woman who embraces beautiful eyewear. Her style is the complete opposite to Prue's. Formal, professional and glamorous. At the young age of 68 her glasses really compliment her personality and branding. Oprah is warm hearted, classy and interviews some of the most prestigious celebrities on the planet.

Her glasses are usually elegant, niche, with intricate details that act like makeup for her eyes. Oprah generally always wears a cat eye shape giving a feminine touch and always giving a lift to her face.

In this photo you can see Oprah wearing German designed and Italian made independent brand Kuboraum.

Kuboraum are a unique brand that love to explore texture within their collection as you can see from the photo.



Enjoy Wearing Them!



THANK YOU!

Robert Kiyosaki



Robert Kiyosaki is an American entrepreneur, businessman and author. He is the founder of Rich Global LLC and the Rich Dad Company, a private financial education company that provides personal finance and business education to people through books and videos on YouTube. Robert has become a modern day influencer.

Robert has a fun personality, which is reflected through his fantastic wardrobe of eyewear. Most notably his bright blue, round frames that brighten up his face. You can see him pictured wearing his signature frames to the left, and you guessed right, we stock at Ashton Riley Eyecare.

His general attire has always been smart formal and dark suits, but his outfits really come alive when he puts on his glasses

truly embracing the fact that glasses are an accessory and not just a necessity.

Roberts scenario brings me to yet another comment I have heard over the years;

"Because of my job, I can not wear anything too out there"

The only time your glasses will look 'too out there' is when they don't suit you. We are not trying to make you look ridiculous, we delight in pairing you in the perfect pair of glasses, that matches your personality and style.

Robert talks on quite heavy subjects. I actually believe that his eyewear helps his listeners stay engaged.

At the age of 75, Roberts eyewear game is above average, and like Prue, Robert wears Theo Eyewear.

I have styled countless clients in Theo. They all tell me how many compliments they've received. One quote from a client totally summed up the ideology behind their designs.

"THEO frames advertise friendliness and openness. Countless times strangers join me in conversation which starts by complimenting my glasses"

Sir Elton John

Did you think we would leave out the most iconic eyewear ambassador on the planet!

Now maybe this is a cheat of an example in our list, as Elton has embraced the whole concept of making eyewear his signature from day dot.

But still and the ripe age of 75, he continues to break boundaries and embrace the art of eyewear as a part of his daily image.

Elton goes the extra mile with his eyewear. If the frame isn't 'funky', he will make them look above average by adding a tint to the lenses. I'm a big fan of tinted lenses, not only do they protect my eyes, but they can enhance my vision for specific tasks, and they look damn cool.



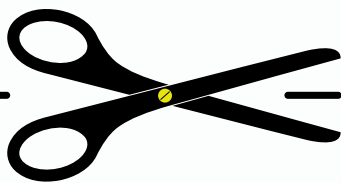
Unfortunately this photo does not showcase some of Elton's ostentatious tints, and that is another article in itself. It does however show a frame that lifts his face and contrasts nicely with the colour of his hair. That frame is also from Kuboraum, and you guessed it, we stock it!

Hopefully this article has enlightened you. If a frame is flattering and matches your personality, then it's probably the right one for you. Try it on, it won't bite!

Trying to hide your glasses does not make you look your age. It makes you look older. Trying to blend in with the crowd is not individual either. As the saying goes;

"Life is too short for boring glasses"

Written by Nicos Antoniades FBDO

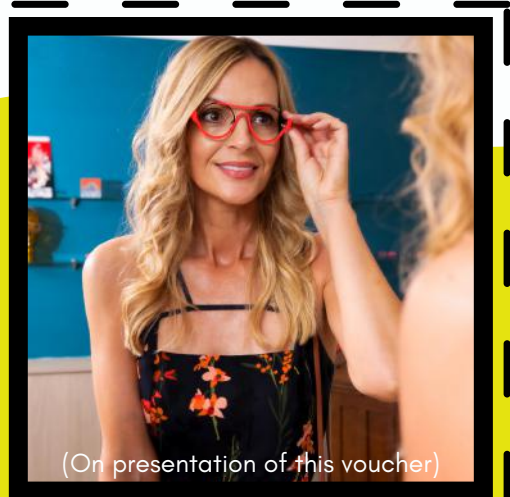


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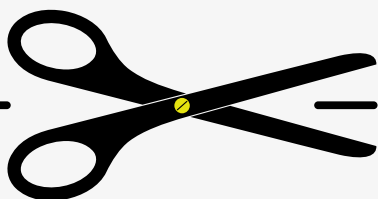
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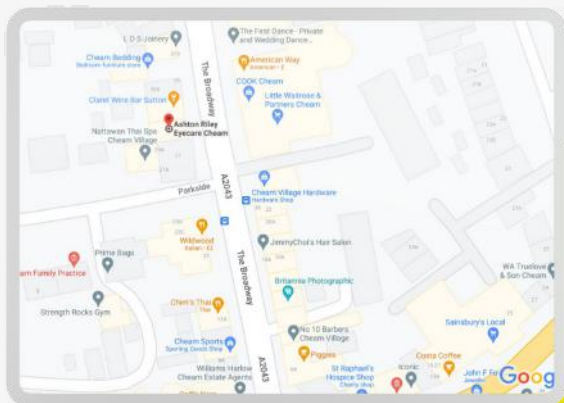
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