

# Our PERSPECTIVE

Volume 1  
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## IN THIS ISSUE



### Anne Et Valentin

The Anne et Valentin collection has been a big favourite of both the team and clients since it arrived in March this year. The frames are ideal for anyone looking for eyewear to reflect their own unique style. Come in and check out this impressive collection – and 5 of the team who are wearing them as well.

### Virtual Reality at Perspective

Ever wanted to try out lenses before they're made? Well now you can. Here at Perspective Opticians we have amazing Virtual Reality equipment so you can experience Varifocals, Transitions, Occupational lenses and more...



### Welcome to the first edition of Our Perspective, a conversation about life as it looks from the driving seat of Perspective.

Relationships are everything, and I really value the strong ones we have with our clients. This is our way of letting you know what's going on and who the people are that create your fantastic eyewear.

A newsletter has been on my To Do List for far too long, and now it's finally here I'm not sure what I'm going to do with it! Hopefully it will be interesting, a little amusing and not too painful as we try to show you some of our personality. We definitely aren't a faceless company.

As regular clients you maybe only come in once a year or once every two years. That's a long time without seeing you. A lot can happen in that time, so we would like to keep in touch.

For new clients it helps you get to know us a bit quicker, especially as the practice grows and I don't always get to meet people personally.

I want this publication to be a two way dialogue, feedback is priceless. I really

want to know what you think about us and what we do. I look forward to responding to your comments!

I hope to give you some insight into the trials and tribulations of a small independent business, which is trying to shine, despite increasingly turbulent seas that are full with Big Retailer Fish and Online Sharks.

I will try to champion other local independents who also believe in superstar personal service, share our thoughts on things that tickle our taste buds and let you know what has made me chuckle.....usually something Bert & Fred shouldn't have done I suspect!

I apologise in advance that references to cars and motoring are probably going to crop up quite frequently. I have always secretly wanted to be a motoring journalist.....and now I have my own newsletter.

### Let's get this show on the road!

Best Wishes & Better Specs!

**DAN**

THINGS WE'RE EXCITED ABOUT



Ice Hockey season is back

Jay is very happy to see the Ice Hockey season restart, although new to the sport he can't wait to get back to watch Coventry Blaze at the SkyDome



Christmas Party

After a hard years work the team are looking to a well-deserved night out at Andy Waters' new restaurant. Waters is a new independent family run restaurant located at Resorts World. We shall try not to make a spectacle of ourselves....

FAST FACTS



25%

of Drivers haven't had an eye test in over 2 years. Each year about 3000 casualties from road crashes are due to poor vision. (Brake)



55%

of people in the world have Brown coloured eyes.

NEWS ROUND

by Dan Sanders

The day John Craven came to film a new promotional video in our practice is probably one of the most unusual and interesting days in Perspective's twelve year history.

John is an ambassador for Seiko optical lenses and footage of him during an eye examination was required for a new film.

We were rather shocked and very flattered when the Seiko UK Head Honcho approached us about filming in our practice and also providing John with an eye examination and new spectacles.

I was a little bit nervous about meeting the BBC childhood legend, who told me what was going on in the world every night, whilst I tucked into my fish fingers and potato waffles.

I shouldn't have worried, John was an absolutely pleasure to have at the practice. His relaxed but eminently professional manner made everyone feel at ease very quickly.

Being filmed is a very unusual experience that I'm not sure I could ever get used to. However Jonathan from Bellyflop Tv made the process very painless and almost enjoyable. We were so impressed we booked his services to create our new practice videos. Please let us know what you think of them? (Search Perspective Opticians on Youtube)

Observing John as he filmed his takes showed the stark contrast between broadcasting professional and a tongue tied optician. How he delivered his lines and composed himself was rather impressive.



If you click on the YouTube link towards the bottom of our website homepage you can see Perspective's few moments in the spot light in all its glory.



RASCAL REPORT



This section is dedicated to any comedy episodes that may have occurred involving Bertie (5 1/2) or Freddie (3). It may also feature one of their favorite toys...the HOT CAR.

The 2002 M3 Cabriolet has been in the family about 3 years now after one of my long-term car nut clients let slip he was selling his. Thanks Rob at RBM Studios.

The regular source of work for Noel at NCB Autokraft is justified by it's appreciating classic status (Honest).

# TOM DAVIES BESPOKE

MADE TO MEASURE EYEWEAR  
TOM DAVIES FRAME STYLING  
PART 2 Nov 25 -26th

After the huge success earlier in the year we are excited to announce a second opportunity to create your perfect eyewear.

**Simply book a free styling consultation on Friday 25<sup>th</sup> or Saturday 26<sup>th</sup> of November and you will be guided through the simple and exciting process.**

We can change the shape, size, colour and even material to design the frame that reflects your personality and style.

**There is even a 20% event discount! Please bring a friend along so they can see how we do things here at Perspective.**

## A busy 12 months

A lot has happened here at Perspective Opticians in the last year, and it has just flown by.

So we thought it would be interesting to look back at some of the most memorable events.



- **Solihull BID Excellence Awards - Perspective won a special award for being an outstanding Independent business.**
- Dan, Jay, Karen & Steph went to London in February to 100% Optical trade show.
- **Very popular Tom Davies Frame styling event in February.**
- Dan and Simone worked tirelessly to launch the new Minor Eye Conditions Service (MECS) in March.
- **A brave new direction in individual eyewear - Anne et Valentin arrived in March.**
- Jay and Lisa got married in April – and took the whole month off for their amazing honeymoon to Hawaii and the USA.
- **The team attended Optrafair trade show at the NEC in April.**
- A new practice video was made in June – find it on YouTube under Perspective Opticians. Thank you to our clients who made fabulous guest appearances.
- **Hugely successful Chanel Showcase event in July.**
- Excellent Maui Jim Sunglass Showcase event in August.
- Steph passed her 2<sup>nd</sup> year Dispensing Optician exams in style.
- **Some of our amazing clients kindly agreed to star in our new testimonial video – search Perspective Opticians on YouTube.**
- New Lindberg collection viewed in September – new frames should be arriving in store soon.
- **Dan & Jay spent an enlightening and motivating 2 days at the Optical Success Academy conference in Manchester. Perspective was also shortlisted for the Practice of the Year Award.**

**It's been a very busy year and 2017 promises to be even more eventful!**



# Drury Arcade...a not so Windy Alley?

Anyone who has been to Drury Lane recently will have seen some extensive work going on to give our little part of the world a much needed face lift.

Planning had been in place for a long time to improve the lighting and overall appearance; and finally this summer the work began.

New lighting has gone up above all the stores, new signage has been installed, and even the lamp posts have had a coat of paint.

Could it be the end of Windy Alley? At the time of writing, work is being done to try and reduce the wind tunnel effect that blows everyone up and down between the Post Office and House of Fraser.

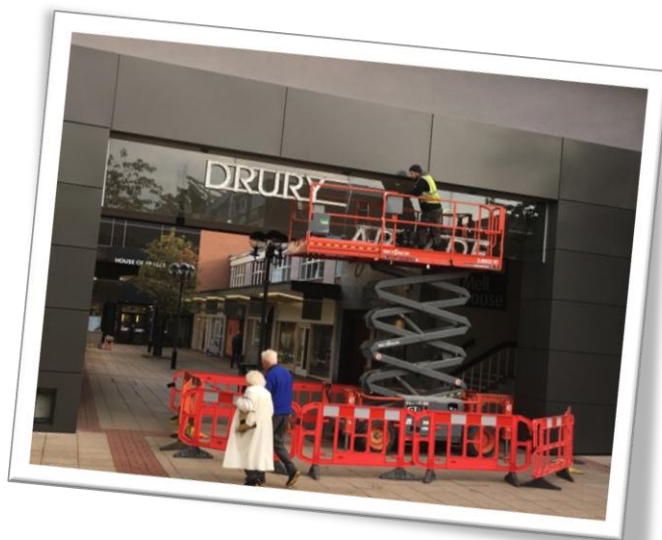
A new look brings a new name to our little part of Solihull. We hope Drury Arcade will become known as the home of quality independent retail, THE place to find personal service and exciting individual products.

When the work is finally complete there will be a special 'launch event' which is likely to be Spring 2017. Watch out for more information as we would love you to be part of the party.

Further up Drury Lane the development of Carluccios restaurant is coming along nicely and we are all excited to give it a try. Hopefully you will see a review in a future newsletter.

Like everyone we are curious about what will become of the empty units in Drury Arcade. Without giving anything away, some of the rumours we are hearing sound very promising.

Whatever happens, there can be no denying that exciting changes are coming to Mell Square.



## **Prize Draw!!!!**

For a chance to win a bottle of bubbly simply answer the following:

**What restaurant is currently being constructed in Drury Lane?**

A: The Cheesecake Factory

B: Carluccios

C: Little Chef

Send your answer to [info@perspectiveopticians.co.uk](mailto:info@perspectiveopticians.co.uk) with the subject : Newsletter Prize Draw 1. Please include Full Name and Address. Entrants must be over 18.

The Winner will be announced on December 1<sup>st</sup>.

## **Get Social.....**

For those of you on Social Media it would be great if you could give us a 'Like' or a 'Follow' on:

Facebook  
@PerspectiveOpt

Twitter  
@Perspective\_Opt

Download our app:  
Search: Perspective Opticians in your app store