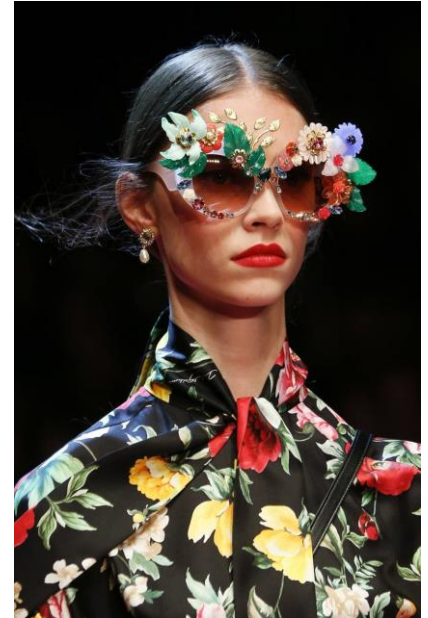




SUNGLASS TRENDS

The catwalk shows are always a good indication of the forthcoming styles trends to be aware of when choosing sunglass stock. Spring 2018 saw the cat's eye shape for women still strongly represented, with colour and texture also featuring.



For men, the story was split between retro round and 70s double bridges, with the good old RayBan wayfarers hanging on in there.



As well as the catwalks, the internet voice is strong in determining people's buying habits. Bloggers and YouTubers are having an increasing influence on their audiences. Last year I sold a number of Cocoa Mint style because a YouTube Blogger was wearing it.



Then as a practice owner, you have to take those trends and tailor them to your customer demographic. At Ringlands Optics I am fortunate to have a strong relationship with my customers and get to know their preferences and so often find myself choosing sunglass stock with a particular customer in mind.



This summer the most asked for style for ladies has been Tiffany with its trademark blue combination frame.



For gents it has undoubtedly been anything with a mirror

coated lens such as the Land Rover Merrick; closely followed by the sporting sunglass designed for cycling, golfing, fishing etc. Such as the Invu polarised wrap around.

So choosing styles for the summer season is a tricky business for any practice owner. It involves a lot of research, knowledge of your customer demographic and an 'eye' for trends.



If you have found this article interesting and have questions regarding it, then please do get in touch either for a chat by phone, or please feel free to email me.

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