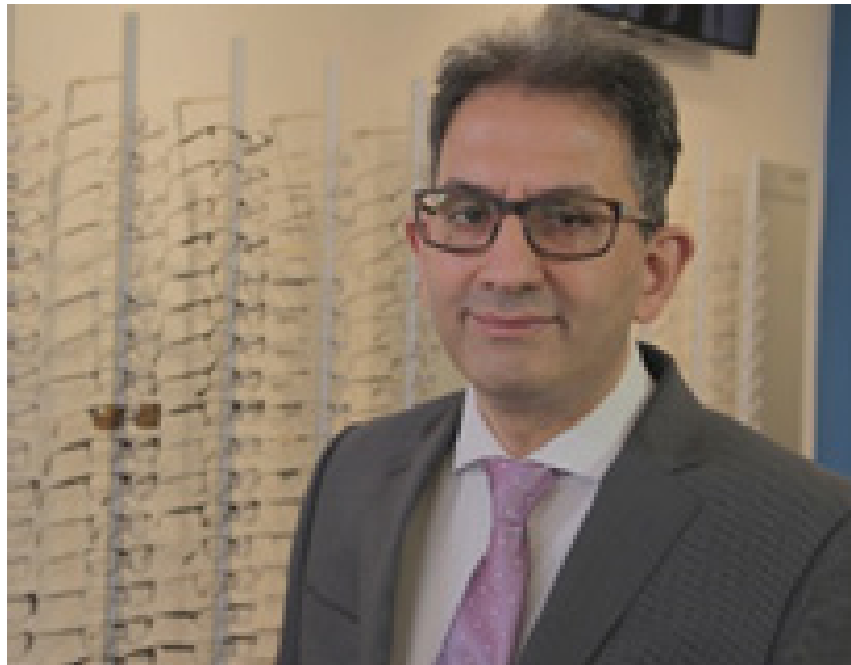


The Top 5 Things You Must Know Before Choosing An Optician.



specsdirect
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Introductory Letter From: Chris Violaris, Owner,
Specs Direct Opticians

Dear friend,

If you are researching opticians and the best eyewear for you, you are in the right place. Just like every face is different, optician practices are different too. In your search for finding the right optician for you, you most likely will find similar options.

That being said, not all eyewear experiences are the same.

Specs Direct Opticians our mission is to serve our clients and deliver an effortless eyewear experience. There is no better reward than seeing how happy our clients are wearing glasses after we help transform their eyewear.

To help support our mission and to help you choose the right optician, even if it is not us, I put this guide together, *The Top Things You Must Know Before Choosing Your Optician.*"

Enjoy the guide and let us know if you have any questions.

As a thank you for considering Specs Direct Opticians I've included 2 gift vouchers for you. There is a gift voucher for a no obligation Eyewear Styling Consultation (worth £37 plus) and a free £50 Eyewear voucher that you can use towards glasses or sunglasses if you decide to purchase.

If you would like to redeem your vouchers just get in touch before the expiry date.

And of course if you require any information just call or email us:

Tel: 020 8449 1993 email: specsdirect@googlemail.com

We would be delighted to help you further.

Best wishes

Chris Violaris
Director

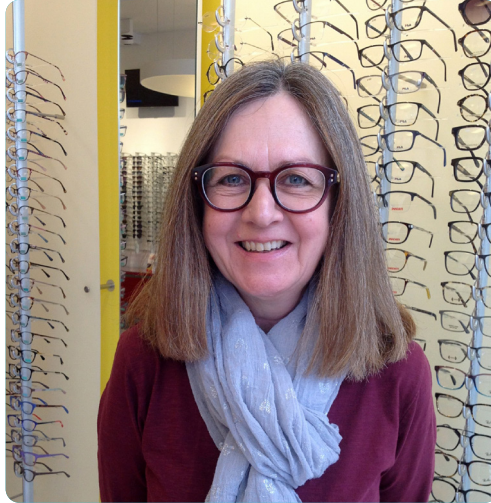
The Top 5 Things You Must Know Before Choosing An Optician.



1. How long is the Eye Exam and does the optician have the Latest Equipment

The average eye exam appointment in the UK is 20 minutes in length. While that may provide enough time for an optometrist to examine your eyes, it allows very little time for discussion and personalisation to your individual requirements. At Specs Direct Opticians you get a 40 minute eye exam so that the optometrist can take more time to find out about you, Use the latest technology on you eyes, what your preferences are, how you use your eyes, what type of work you do and more.

And that means you'll get effective advice and solutions because it is tailored to you. There is a big difference between getting 20 minutes with the expert and then being rushed out the door versus getting 40 minutes with the expert to discuss everything thoroughly.



2. What Kind of Eyewear Do you Specialise in?

Specs Direct Opticians is proud to host the World's Greatest Eyewear brands locally. There is no difference in walking the streets of Milan for Prada, The Streets of New York for Tiffany when you can find the world's greatest eyewear designers on Barnet High Street. We view the collections three times a year to source the latest trend.

However, we are not satisfied with simply having the world's best known designers. There are also niche eyewear, made by small eyewear design companies who are truly passionate about creating eyewear that you'll love wearing. Handmade and of the highest quality, they are designed for individuals who want something superior. If you are looking for something different then niche eyewear is for you.

Ask the opticians where and who they source their frames from and how often they view the latest collection. The good ones will passionately tell you about the latest fashion shows and eyewear from Milan, Paris, and Copenhagen to bring you the World's Greatest eyewear, Locally.





3. Do They Offer You A Free Styling Consultation Without Any Obligation Or Pressure To Buy

There are a lot of people who hate shopping for glasses and it's mainly because they find the process of choosing new glasses painful, difficult and time consuming. Thankfully, at Specs Direct Opticians there is a more sophisticated way to choose eyewear than just trying frames at random.

An eyewear styling consultation means you get better advice and personal service. And it means that you don't have to scratch your head and browse and try on lots of frames that neither fit you nor suit you. In an eyewear styling consultation, the styling optician should first ask you about your preferences, advise you on face shape and frame style and what will suit you, and then show you all the possibilities you could wear from a cutting-edge collection of eyewear.

The eyewear styling consultation is an opportunity to discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional. Making the right choice of eyewear requires some thought and consideration and the right expertise to guide you through the process effortlessly and enjoyably. You should never be made to feel obligation to buy after receiving this service.



4. Do They Understand Style?

If you need to wear glasses then chances are you want to look good, feel confident and make the right impression with your glasses.

Unfortunately, most opticians see glasses as just a functional requirement and it's clear they do not understand the style issue. If you want to look your best in your eyewear then it's essential that you get advice from someone who actually has a good sense of style.

Look at the environment the optician has created in their practice, what they choose to wear themselves, and pay attention to whether they have a passion and flair for good design when they advise you on frame styles. At Specs Direct Opticians, we believe you deserve more! We give you the best information we can about eyewear so that you can confidently select the right eyewear for you – the perfect pair or pairs of glasses that will match your personal style.

5. What Do Their Reviews Say? Do They Have A Great Reputation??

Do They Have A Great Reputation? Does the opticians have many testimonials and five-star reviews from happy customers? If they do have a few it is reassuring.

But there is a big difference between having a handful of generic testimonials versus having a huge quantity of sincere and enthusiastic testimonials.

Do your research and check their Google and Facebook reviews. Look on their website to see if they have any video testimonials from existing clients.

Specs Direct Opticians has a significant number of 5* reviews. Additionally, visit www.specsdirectbarnet.co.uk to view some videos from actual clients in their own words.

 **Chrysoula Lazaraki**
6 reviews

★★★★★ 11 months ago

Excellent appointment from start to finish, everyone was so professional and friendly, quality of care and service from the staff was outstanding. Wide range of frames gives an endless range of possibilities. Specsdirect Barnet will be opticians of choice and I would highly recommend



 **Jolyon77**
5 reviews

★★★★★ 2 months ago

It is always a pleasure to go to Specs Direct for the friendly and reliable service from all the staff, headed by highly skilled Optometrist, Chris Violaris.



 **Toby Cohen**
3 reviews

★★★★★ 3 months ago

With Barnet Specs Direct, you have a quality professional service every time. Chris, Richard and the others will support you to ensure your eye needs are met. Their service is excellent with adults and children alike and there is a fantastic range of specs for all.

Like Share

 **Dom Tillisch**
1 review

★★★★★ 3 years ago

Been going to Specs Direct for over 10 years and have never had a problem. Great customer service and a great selection of glasses.

Like Share

 **Dhilan Solanki**
3 reviews · 2 photos

★★★★★ 2 years ago

Great place. I have been to a few opticians over the years as my prescription is constantly changing but I have to say this is far better than Vision Express and Specsavers. I had my eyes tested within a day of making my appointment, it was very thorough and they did the checks for glaucoma, behind the eyes, etc. I also then ordered my glasses from there and the staff were more than helpful in choosing a frame that was right for me, in addition to giving me guidance on the right kind of frame due to my high prescription. They then explained the different packages they offer, how much they cost, and when they would arrive. I would definitely recommend here over the other opticians in High Barnet as the former have a high turnover of opticians and in my experience, were not any good. You certainly won't have this problem here though.

 **Argyro Georgiadou**
1 review

★★★★★ 7 months ago

First time I visited Specs Direct. Best ever experience. Chris is an excellent optometrist, very professional and dedicated. Astonishing range of glasses and excellent help from Catherine to choose the right spectacles for me. I would highly recommend Specs Direct for a pleasant and efficient optic experience

Like Share

 **Craig Simons**
8 reviews

★★★★★ 7 months ago

Been going to Specs Direct for many years and the staff are excellent. Very patient and always making sure any new glasses prescriptions are perfect and turned around as fast as possible. Always a happy customer!

Like Share