



# Rawlings Opticians

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## Winchester Store Profile



**Rawlings Opticians have been in Winchester since 1923, so this summer sees our 90th anniversary which will be quite an event!**

Frank Rawling opened our first premises opposite the Buttercross, continuing his father's vision for the business. For a while he advertised by having a lantern outside the window, which threw an image of an eye in the centre of the road. This had to be stopped as it frightened the horses going up and down the street! We then moved to larger premises in 1928, where we are currently situated. Frank and his family continued running the practice, and lived in a room at the back of the building. Winchester has remained within the Rawling family with our manager Sally Hake being the great grand-daughter of our founder.

Our current building has been through quite a lot during the 90 years. Many of our patients, some of whom have been coming to us for over 65 years, will remember the devastating fire in 1988 which destroyed most of the three floors and caused Coutts & Co bank to leave Winchester. Luckily the 40 fire-fighters who tackled the blaze managed to save a lot of the older parts of the timber-framed building dating to about 1580 and we returned home after spending time elsewhere in Winchester in temporary premises

We have a friendly atmosphere with a vast amount of knowledge and experience that our loyal staff have gained over the many years they have worked with us and is unrivalled by any other opticians in Winchester. We are the largest Rawlings branch, offering a selection of around 1500 high fashion designer frames, bespoke handmade frames, low cost options and of course contact lenses. We can supply anything from daily contact lenses for occasional wear to full time multifocal wear. Our expertise ranges from paediatric spectacle dispensing and fitting contact lenses for children, through to sports vision dispensing which can improve many of the visual needs demanded by a wide variety of sports.

**Look on our website for our anniversary events this summer, we are proud to still be part of Winchester's vibrant city centre and we will be celebrating in style!**

## Dry Eyes



**Do you suffer from red, itchy, burning or gritty eyes? If so you may be one of the estimated 20% of us who suffer from dry eyes.**

Modern lifestyle doesn't help with long working hours in air conditioned offices and many hours spent looking at VDU and TV screens. In fact in recent studies the effect of dry eyes on our quality of life was ranked the same as angina!

The symptoms can be mild or severe and can either be caused by the eyes not producing enough tears or the tears evaporating too quickly.

Mild to moderate symptoms can be helped by lubricating gels and drops. There are a number of these and the newer ones such as Hyabak benefit from being preservative free which avoids preservatives adding to the problem. Other remedies can also include warming the eye lids using a specialist eye bag which can help improve the tear quality.

Diet can also help and increasing your consumption of Omega 3 which is found in oily fish has shown to help. Other good tips can be simple like trying to blink more while on the computer and using a humidifier in the office or at home.

**If you come in to one of our practices we can show you the range of dry eye remedies available and recommend a course of action to help alleviate your difficulties.**

## Have Fun with Colour



### With so many frames to choose between, how will you choose yours?

Deciding on which colour frames to wear is a vital part of your decision and assessing how different colours will flatter your hair and skintone is a skill at which our dispensing team excel.

The right tone or shade will really make a difference to how fantastic you look in your new glasses as you will look more radiant if your glasses harmonise and balance with the colouring of your skin, hair and eyes.

If you have a delicate, cool skin tone with pale hair and eyes you might look drained wearing dark and strong colours. However someone with dark hair and eyes will be able to try something more dramatic as bolder darker colours will balance their features.

You may also wish to have more than one pair of glasses to suit your mood or the clothing you wish to wear- don't forget our discounts for purchasing multiple pairs and our Two-Looks-For-The-Price-Of-One range!

Using our iPads and 'Smart Mirrors' we can photograph you in various colours of glasses so that you can see for yourself the effects of colour on how to make the most of your appearance.

Visit your local practice to get the best advice for what suits you. Alternatively you could attend one of our design days where we have an extended range of frames in every available colour for you to try, and a special price for those ordering on the day too.

Like us on [Facebook](#) or follow us on [Twitter](#) to get the latest news about our Get Better Looking design days and special offers.

## Fashion Trends



Continuing where 2012 left off, the Spring Summer 2013 catwalk shows revealed that 'geek chic' is a fashion trend that remains on top, with brands like Christian Dior leading the trend this season.

This trend is not just exclusive to optical frames, sunglasses are also showing this style of frame in the latest 2013 collections.

Bold shapes and colours with solid plastic frames in black or tortoiseshell are trademarks of the 'geek chic' style. Choosing the right shape, colour and style of the look is important as well as choosing a frame that incorporates your own personal style.

Dark colours such as black, burgundy and deep blues should be worn by people with a warm skin tone and lighter colours such as tortoiseshell, wine and tan are best suited to a cooler skin tone. For a rounder face a 'cat eye' shape is best – it will give angles and definition. For a square or heart shaped faces the 'squoval' shape is best suited. A square shaped frame on top with a rounded bottom will add length to the face. Most shapes suit those with an oval face, as long as it is in proportion. Rawlings Opticians have knowledgeable staff that are always ready and available to help with advice on which style and shape suit you best.

Please visit your [local practice](#) and see our huge range of styles. Experience our professional advice in frame and lens types for the perfect glasses for your appearance and visual needs. [Click here to book an appointment.](#)

## Cricket



There are all sorts of reasons why the cricket player should think carefully about eyewear when playing their sport.

The cricketer spends long periods outdoors and should take care to ensure that the eyes are protected against ultraviolet light and over exposure to sunlight.

Increasing eye speed, reducing eye fatigue and enhancing eye protection are all factors that can

improve player performance.

It has been proven that choosing exactly the right colour of tint and the appropriate density of the tint can significantly improve the cricketer's performance. For example, grey lenses, which have often been worn by players, have been shown to be a poor choice in the recent tests and the rose based tints have performed much better. The density of the tint required will change depending upon the light conditions when playing.

At Rawlings we can offer all the advice that you need regarding tint and frame options for this widely played sport, in an effort to achieve the best performance and the most enjoyment for the cricket player.

Contact your local branch to arrange a free Sports Eyewear Assessment we will be pleased to offer you the best advice and products for your cricketing needs or for any other sport.

## Allergies and Hay Fever



Do you suffer from hayfever or allergies? Summer is traditionally recognised as being the 'hayfever season' but tree pollens can cause symptoms in the spring and mould spores during the autumn.

Of course if you have allergies to animals or dust mites unfortunately this can affect you all year round!

In mild cases ocular lubricants can dilute the allergens enough to ease the symptoms but often anti-allergy drops are needed. Cold compresses can also be useful to ease the itch.

Over the counter drops can be supplied by the pharmacist but some of the newer more effective drops such as Olopatadine need a prescription from the doctor.

In some cases daily disposable contact lenses can be used to shield the cornea (the most sensitive part of the eye) from the allergen, and our Optometrists will be able to advise whether you are suitable.

Whatever you do, eye rubbing must be avoided as this can thin the front surface of the eye and may cause permanent problems, this is especially important for children.

Drop in and make an appointment at your local branch where we can give you further advice about how we can help.