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Newsletter – Spring/Summer 2015

Alresford Store Profile



Our Alresford practice was established in the town in 1993 and moved to our current location at Bay Tree House in 2002.

We currently offer regular clinics with our experienced Optometrists Helen Short and Kate Malam. Helen is a Director of Rawlings and has worked here since we opened, having previously worked in the Winchester practice and is well known in the town for her charity work for Vision Aid Overseas, having volunteered for their projects in Africa. Kate works across three of our Hampshire practices and juggles family life with her keen interests in skiing and equestrianism.

Qualified Dispensing Optician and Practice Manager, Tim Shipway has been with the company for 7 years, working in our Alton practice before becoming manager of Alresford in 2012. Dispensing Assistant Sally Blackmoor has 21 years' experience in optics and has worked here in Alresford for nearly 6 years. The team are rounded out with Optical Assistants Claire Logan, Jo Phillips and Ellie Dobner.

The practice offers a professional yet relaxed experience, in a welcoming and stylish environment. We have an extensive range of frames and offer the latest in spectacle and contact lens technologies. We are very family orientated and active in the local community and exhibit in the Alresford show.

Call 01962 733269 to book an appointment or use our [online appointment system](#).

2015 Sunglasses Ranges



The 2015 sunglasses collections are now beginning to arrive in our practices and this year we are looking forward to new collections from Gucci, BOSS and Dior as well as new brands such as Jimmy Choo and Smith which join our portfolio alongside ever popular Ray-Ban and Oakley.

Don't forget we offer an unrivalled range of options which includes prescription models as well as off-the-peg sunglasses and they are all covered by our Rawlings Sunglasses Price Promise which guarantees you won't find your sunglasses at a cheaper price locally or in Tax Free shopping at the airport. So you can rest on the beach assured you have authentic products at the best price, fitted professionally to ensure comfort and all backed up by the confidence of our service and warranty.

As you can read below, these 2015 couture collections have design highlights and inspiration from many sources;

Gucci

For 2015 Gucci are introducing new sunglasses and optical frames dedicated to a contemporary and sensual woman. The styles are embellished with new versions of the brand's distinctive signature motifs, interpreted with innovative finishes that reflect the tradition of excellence and the flawless savoir-faire of Gucci and incorporate geometric shapes and unique materials such as Optyl, an ultra-lightweight hypoallergenic plastic material.

As part of a worldwide eco-friendly program designed to progressively reduce the company's impact on the environment, Gucci sunglasses feature 100% recyclable packaging with (Forest Stewardship Council) Certified paper. Gucci collections also include sunglasses in bio-based acetate, a special

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Rawlings Vision Plan

Do you want to be able to come and have your eyes tested whenever you feel but also want to save money or spread the cost of your glasses? Rawlings Vision Plan is the answer...

Cataracts

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Target Sports

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material that contains a higher than usual proportion of natural components, and Liquid Wood, a bio-based and eco-friendly material that represents an alternative to the plastic generally used in the production of eyewear. Liquid Wood is made from bio-based materials: wood fibre from sustainably managed forests, lignin from paper manufacturing processes and natural wax.

Dior

In a perfect match between past inspirations and futuristic suggestions, the Dior eyewear collection fascinates with sophisticated architectural lines and glamorous flair. Freedom is the motto, celebrating the perfect melt between contemporary design and feminine spirit. Refined styles express the creativity of the Maison also through more traditional creations featuring a modern reinterpretation of the heritage signatures codes, such as the cannage and the oval details. High quality manufacturing techniques combine with Dior creative spirit to celebrate the Maison's elegance and savoir-faire, for a powerful stylistic statement.

Jimmy Choo

The Jimmy Choo eyewear collection celebrates the brand's luxury spirit. The contemporary and sophisticated sunglasses and optical frames feature real leather inserts, exclusive fabric details with glitter elements and animal-prints in cat-eye and rounded shapes blended with subtle tones.

BOSS

BOSS presents an innovative combination of materials, underlining the sophisticated and contemporary personality of the collection. The collection smartly combines functionality with aesthetics. The sunglasses and optical frames are a blend of cutting-edge technologies with fashion-forward design inspirations and include the use of laser wood effects, carbon fibre, steel and rubber and many have unique micro-steel inserts at the end of the temple tips.

Smith

Smith products are aimed at a young, trendy generation, an integral part of a freestyle world of seriously cool sports, like snowboarding, freestyle skiing, surfing and mountain biking, while at the same time retaining a strong sense of individuality. The styles are split between the sport-oriented line associated with high technical performance; and its fashion-oriented counterpart, which takes the values of sport and channels them into a style with an unmistakable personality.

[Book an appointment](#) or drop in and see the collections in your [local branch](#).

Rawlings Vision Plan



Do you want the clinical care, exceptional service and quality that you expect from Rawlings? Do you want to be able to come and have your eyes tested whenever you feel but also want to save money or spread the cost of your glasses?

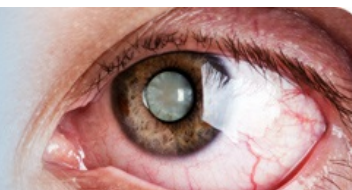
Rawlings Vision Plan is the answer. Whether it is for spectacles or contact lenses, there is a plan for you.

Rawlings Vision Plan is an eyecare scheme that allows you to spread the cost of your professional care through paying by Direct Debit. As a member of the plan you get amazing benefits and discounts which include 25% off frames including the latest designer ranges* and up to 40% off lenses. With Rawlings Vision Plan Plus any complete pair of glasses you buy are even covered by an Accidental Damage Scheme which means you only have to pay a tiny amount for the cost of repairs or replacements if you damage or break your glasses.

If you wear contact lenses you can also enjoy discounts of up to 50% off the full price of lenses as well as being able to pay for your lenses and solutions monthly as part of your Direct Debit. Most lenses can also be delivered to your door at no extra charge.

Membership of Rawlings Vision Plan Plus start at just £8 per month for spectacle wearers or £13 for contact lens wearers. [Click here to find out more](#) or [contact your local branch](#) who will be able to answer any questions and help you spread the cost of your eye care.

Cataracts



Most people have heard of cataracts but probably do not understand what it means. Inside the eye there is a lens that focuses light onto the back of the eye and allows us to have a sharp focus.

Over time the lens can change in several ways. Firstly protein changes can cause the lens to go cloudy and secondly it can turn a yellowy/brownish colour. Over time if this increases your vision can become less sharp or glare can increase.

Age is the biggest factor. In fact by age seventy almost everyone has cataracts but not everyone will require treatment. Other factors include smoking and diabetes and occasionally we can be born with cataracts!

Having a regular eye examination is the best way of monitoring this. Early symptoms may just require new spectacles or anti-glare sunglasses. When the reduced vision impacts on your day to day tasks your Optometrist will discuss the pros and cons of surgical removal.

You would then be referred to a specialist doctor to undertake further tests. Cataract surgery is now treated in day-surgery and is one of the most common operations in the UK.

If you feel your vision is not as good as it was the first thing to do is to have an [eye examination at Rawlings](#) and let us check out why.

Why not take advantage of our [free sports vision assessment](#) to see if we can help your performance and enjoyment through the supply of appropriate eyewear.

Target Sports



Whilst optimum vision is important for all sports it is essential when participating in target sports; whether the target is stationary or moving.

Good visual acuity would be important to the participant and the most successful would also demonstrate good dynamic visual acuity (the ability to see things clearly while in motion or to track a moving object). This skill is particularly important to shooters, who need to react quickly to visual cues.

When the optimum correction is made to vision it is possible to further enhance performance with the best choice of tints. It is important to wear protective lenses when using guns so it is logical to ally this with a tinted lens if this will help pick up a target against different backgrounds and in varying light conditions.

At Rawlings Opticians we have a number of options to suit both the prescription and the non-prescription wearers so why not make an appointment for a free sports vision assessment?

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