



Vinylize transforms old records into handmade frames. Left: Hungarian Fashion Designer, Zoltan, is a fan



# GET into the GROOVE

Fancy a new look? How about something completely different from Roger Pope Opticians in Dulwich Village? Presenting the Vinylize range

Roger Pope and Partners has been providing outstanding eyecare and stunningly individual eyewear in Dulwich Village for 18 years. Always on the lookout for something different, the new Vinylize range caught the eye of Practice Manager, Robin.

‘As soon as I saw them I was hooked,’ he says. ‘Having been in the business for 25 years, there are few things that surprise me or really grab my attention. Vinylize did both!’

The frames are handmade in Hungary from old vinyl records that are cut and fused with high quality acetate to produce beautiful and distinctive spectacle frames. The record’s grooves provide each Vinylize frame with its highly distinctive look and mean no two pairs are exactly the same.

‘Many designer frames are just mainstream styles with a logo on the side,’ says Robin. ‘There is an eye to volume sales so designs tend to be safe. We like to source products that have an edge to them. Vinylize is a niche product that fits our ethos perfectly.’

‘From the beginning,’ said one of the

team at Vinylize, ‘Vinyl gave the collection its distinctive look. The frames are big, thick and rugged. The grooves are an integral part of the design, our signature. We developed a special method to make sure each and every groove is present on the finished product. Every single piece is crafted to the highest standards of quality to ensure that it will remain an eyeglass

**A great pair of spectacles can say as much about you as your clothes, so choose carefully**

frame for years to come.

‘We strive to transform the unused into luxury. Timeless pieces that can be used and worn today just as they will be decades from now.’

Such a unique product is not for everyone, but there is a huge range of frames on offer to suit every style and pocket: ‘Our philosophy is to offer

outstanding products and individual service,’ continues Robin. ‘We stock the likes of Face a Face, Orgreen, Lindberg and Alain Mikli, not household names but beautifully designed, high quality frames.’

More recognisable are Paul Smith and Tom Ford, both popular choices: ‘We stock some designer names but are careful to choose those with timeless styling and subtle logos,’ says Robin. ‘Heavy branding is rarely a feature on our frames.’

With so many schools nearby, there is a massive collection of children’s frames too.

‘We like to ensure that children look as good in their new glasses as mum and dad! Vinylize don’t make children’s frames but we have hundreds of frames for kids and teens,’ says Robin. ‘Ray-Ban is one name that breaks our branding rule. It’s *the* name of the moment and popular with teenagers.’

‘A great pair of spectacles can say as much about you as the clothes you wear, so it’s important to choose the right ones. We are here to make sure you do.’

✦ 29 Dulwich Village SE21 7BN; 020 8299 0230; dulwich@rogerpope.co.uk; rogerpope.co.uk