

A new LOOK

Dulwich Village's Roger Pope and Partners undergoes a major refurbishment adding more space, frames and sunglasses

Roger Pope and Partners have been offering individual service and distinctive eyewear in Dulwich Village since 1996. The practice has recently undergone a major refurbishment and whilst keeping with their traditional theme, have added more space, more frames, more sunglasses and a contemporary area to showcase the latest in fashion and technology. Roger Pope is proud that in Dulwich, the team upholds the same standards and choice offered by his Royal Warrant holding West End Practice.

'Fashion is really about enhancing and flattering your natural features and nothing makes more of a statement than eyewear. It is a real opportunity to say something about your personality and we positively encourage our clients to try a different look,' says Robin Newbold, Practice Manager.

Celebrating their major new look, the optical practice embodies cutting edge style with traditional service and expertise in eye care. Quirky style sits alongside traditional looks and the experienced team know exactly which frame suits which type of face.

'Good fashion is not just about having the latest label – it must be right for you, and for this reason we stock hundreds of frames from around the world to suit every taste. Just as importantly, we ensure that they will fit you perfectly' added Robin. Alongside well known brands such as Paul Smith, Tom Ford and Philip Starck, you can find individual pieces from lesser known but high quality makers such as



Alain Mikli, Orgreen and Lindberg.

It is a formula that works well, for since opening seventeen years ago the practice now boasts more than 50% of its business from the personal referrals of satisfied customers, many who started by bringing their children for their first spectacles–

'With a number of schools in the village and surrounding area, we look after plenty of children and keep a huge range of frames in stock for them. Some require simple, robust frames and for the more fashion conscious, Ray Ban is a popular choice alongside more individual designs from the likes of Zoobug and Etnia. A range of specialist frames are always available for babies too!'

Almost a quarter of Roger Pope's customers – children included – come to the practice for contact lenses, sometimes worn exclusively but for others just for sport and leisure.

'Here at Roger Pope, we are not limited to any specific products, so we will always offer the best contact lens to suit your requirements as opposed to own-brand lenses..'

Sunglasses are a hot theme and

prescription lenses in sunglasses are a great way to enjoy the best of vision throughout the summer – take your pick from the ever popular Ray Ban to Tom Ford, Oakley, Adidas and many others. The latest styles from Paul & Joe are currently proving to be the 'must have' range.

The comprehensive eye examination at Roger Pope's is the starting point for defining which lenses or contact lenses are needed, and being independent, the Opticians are free to advise on the very best lens options– it might be Zeiss or perhaps Nikon, any of which are glazed to the highest standard in the company's own optical laboratory.

'We also have a longstanding relationship with Norville, one of the last remaining truly independent lens manufacturers. They are able to supply specialist lenses that others can't and thereby allow us to offer solutions to any problem'.

With free car parking right outside the practice and a relaxed friendly service – what could be easier?

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

