



# Back to school

As parents and kids start to look ahead to the new school year, *Optician* rounds up some of the latest eyewear styles for children

**I**n the children's frame market Continental Eyewear supplies the Lazer Junior, an extensive collection of over 30 different styles – each available in at least three colours and two sizes.

'It is virtually certain that a parent taking their child to an optician will also be tested there themselves, so it makes sense to attract children to the practice by offering a good and competitive choice of frames,' says Neal Grimason, sales and marketing director of Continental Eyewear. 'Also, we are aware that children are more frequent visitors to practices than adults – often every six

months, so we are constantly launching new styles thus ensuring practitioners always have something new to offer.'

Zoobug's collection of Mini optical styles, designed for infants and toddlers, are available with a coloured headband which secures the frames comfortably on the smallest heads. Zoobug has also designed a new built-up bridge to provide specific support for the underdeveloped nose bridges in toddlers and infants.

'Infants and toddlers need to get used to wearing their first frames with as little anxiety as possible,' explains Dr Julie Diem Le, director of Zoobug. 'With this





- 1 Lazer Junior range from Continental Eyewear
- 2 Zeiss Young Collection from Menrad
- 3 WK Havasu from Dunelm
- 4 Police Kids collection from De Rigo
- 5 Zoobug Mini
- 6 Ophust by Lindberg
- 7 Bollé Crown Junior from Bushnell
- 8 Eyestuff Somersault from International Eyewear
- 9 Misty by Ridgway Optical
- 10 Esprit Kids ET17377 from Charmant
- 11 Ray-Ban RJ9035S from Luxottica
- 12 VI248 from Orange Eyewear
- 13 WK Seneca from Dunelm

in mind, we have worked to ensure that our offer for this age group meets their specific requirements in terms of fit, styling, durability and safety.'

International Eyewear has followed the launch of the Eyestuff Circus frame with two new models – Eyestuff Acrobat and Eyestuff Somersault. Both frames feature small eye sizes of 43 and rounded eye shapes which are suitable for a wide variety of children's prescriptions, and also prevent kids looking over the top of the lenses. Acrobat is a boy's bold metal full rim with a choice of a more kid friendly car design or ever popular football motif.

Eyestuff Somersault is a girl's metal full rim with a choice of bright berry colour options, including candyfloss pink/flowers or sugared lilac/stars.

Esprit Kids by Charmant include model ET17373, a preppy metal frame for girls, and model ET17377, a boy's panto frame with trendy blue and white colour blocking.

Zeiss is now offering a Young Collection for kids and teens in trendy shapes and colours. The nylon- and full-rim frames, made of acetate and metal, possess ErgoFlexx exchangeable temples with a tactile material. The temple-click system allows a quick exchange of temples and

additional versions are available to be ordered at any time.

Dunelm's WhizKids range features the WK Seneca, a two-tone frame with star patterned sides, the WK Coyote, which is available in cobalt blue with a yellow fish design on the sides and the Havasu, which adds colourful spotty sides to a retro shape.

The Police Kids collection from De Rigo, in line with the modern spirit of the brand, features fun models that draw inspiration from their adult counterparts and are aimed at children with a developed sense of fashion.

One of Ridgway Optical's many frames



## Featuring frames



- 14 Minima Junior 22 and 22g
- 15 Swissflex by The Eyewear Company
- 16 Rodenstock Kids r2205b
- 17 Carl by Oliver Goldsmith
- 18 William Morris Young
- 19 Ben 10 from Emporium Eyewear
- 20 Converse Flutter by Mondottica
- 21 Bench from Brulimar
- 22 Impulse 797 from Optical Service



for children is Misty, a girl's model that is available in two sizes and features a ornate temple. A popular boy's model is Zak, a robust frame also available in two sizes and featuring 180 degree flex temples. Zak comes in three colours: bronze, black and blue.

Available from the Eyewear Company is the Swissflex brand which incorporates a full rim children's collection that is said to offer toughness, comfort and choice of funky colours.

Oliver Goldsmith Sunglasses offers OG Mini Icons – a collection of OG sunglasses for children aged between five and 12. It consists of exact replicas of some of OG's most iconic styles such as the Carl but sized down for the

style savvy adolescent.

Tom Davies designs children's frames for his private couture customers. 'Most the time when I create kids glasses, I find it is best to design around a theme the child wants,' comments Tom Davies. 'I've made designs based around themes like Superman, Princess and Star Wars.'

Rodenstock Kids is a colourful kids' eyewear collection, made from highly flexible memory titanium designed to last. Said to be easy to wear, the frames feature two-component plastic and rubber material on the temple and fully adjustable sides.

Minima Junior 22 has been designed along the lines of its adult counterpart.

With variable sized bridges, this junior model is styled for young girls who enjoy subtle pinks and mauves while Junior 22g has full length temple covers, stabilising the frame on the face of active youngsters.

One of Brulimar's top-selling ranges, Bench Kids, is popular among youngsters who want grown-up, adult-style frames. Made from state-of-the-art, flexible materials, Bench Kids frames are said to be comfortable, on trend and strong enough to last the school year through.

Also available from Brulimar is the Pineapple range, which includes the use of animal print temples and demi-coloured floral acetates. ●