



CLAPHAM
OPTICAL

**PREMIUM EYE CARE AND
EYEWEAR IN TOTTON**

LENS GUIDE

INTRODUCTION

IS IT TIME FOR A NEW APPROACH TO YOUR EYEWEAR?

We've been around for a while - nearly 50 years in fact - and we've seen it all. We've seen big-chain opticians come along and slash prices, but at the sacrifice of quality and service. We've seen opticians try and wow you with fancy gadgets and theatre to increase your sense of value, but left disappointed by the final outcome and we've seen unqualified and unregulated retailers promise high-quality at low prices, but fail due to a lack of even a basic understanding of optics.

At Clapham Optical we understand what is most important to you; that you look great, feel great and see great! It's really not too much to ask.

That is why we offer cutting-edge lens technology, dispensed by professional and experienced dispensing opticians at a fair price. It is why we offer extensive warranties and guarantees that are amongst the best in the industry. It is why we take the time to understand you and your unique needs and make recommendations that are personal to you.

The pages of this brochure outline our core range of premium quality lenses. However, as an independent optician we have access to lenses from the world's top manufacturers, so if there is something specific that you would like we will always do our best to accommodate your needs.

CONTENTS

3 WHY CHOOSE CLAPHAM OPTICAL?

5 SINGLE VISION

Premium Single Vision
Enhanced Single Vision
Classic Single Vision

6 VARIFOCAL

Premium Varifocal
Comfort Varifocal
Classic Varifocal

7 OCCUPATIONAL

Office Near
Office Mid
Office Room

8 DRIVING LENSES

9 PREMIUM LENS COATING

10 LENS ENHANCEMENTS

Thin Lens Materials
Transitions Light-Reactive Tint
Polarised Sunwear

11 EYEWEAR STYLING CONSULTATION

12 LOVE YOUR GLASSES GUARANTEE



WHY CHOOSE CLAPHAM OPTICAL?

✓ • PERSONAL SERVICE

We take the time to get to know you and to understand you as an individual. Only by learning your unique requirements, likes and dislikes can we work towards finding eyewear that you will love and that will give you great vision, tailored to your work and lifestyle preferences. You will be seen by a warm, friendly and knowledgeable team of enthusiasts who will provide the best advice and options for you.

✓ • NICHE EYEWEAR

Unlike the majority of opticians that you will have visited, we avoid the typical big brand eyewear. Instead, we choose to partner with some of the world's leading niche, independent eyewear designers. Not only does this give you a great selection of more diverse styles, it means that you are not just paying for a name. You are getting real value for money and you won't be wearing the same eyewear as thousands of other people.

✓ • PREMIUM LENSES

While it may not be obvious from first glance, not all lenses are the same. We choose to work with premium lens manufacturers as this is the only way to ensure that your eyewear gives you the best quality of vision and guarantees the performance of your lenses for a minimum of 2 years. Most opticians will try and attract you with low prices and special offers, then start adding on upgrades and hidden costs. At Clapham Optical all our lenses have a premium lens coating as standard.

✓ • RENOWNED EXPERTISE

You will always see qualified and registered dispensing opticians when it comes to all things eyewear. Unlike many opticians who use unqualified sales staff, our team of professionals are always on hand to advise you about the technical aspects of correcting your vision without relying on jargon and confusing sales tactics. Furthermore, our dispensing team are trained eyewear stylists, giving us a unique ability to guide you to finding eyewear to suit your personality and personal style, making for a hassle-free experience.

✓ • SATISFACTION GUARANTEED

Our number one priority is to make you happy and that doesn't stop once you collect your new eyewear. That is why we offer an extensive range of guarantees and warranties with all new eyewear, unlike any optician locally. This includes a minimum 2-year frames warranty, 2-years 'scratch-free' lens guarantee, varifocal non-tolerance guarantee and our 60-day 'Love Your Glasses' guarantee.



SINGLE VISION

Single vision lenses are the staple of the optical world. Able to correct a single prescription power, this lens type is the choice for those requiring a single focal power for distance, intermediate or near vision. Improvements in lens technology and our changing lifestyle has brought about recent innovation and a variety of lens designs for enhanced performance.

PREMIUM

Our premium single vision design utilises cutting-edge technology to create a customised lens to maximise visual performance.

While standard single vision lenses perform well through the centre of the lens, performance drops when the wearer looks towards the edge. With our premium design, the lens is fully functional in every gaze direction, The result is excellent clarity and comfort, even for higher prescriptions.

BENEFITS

- Improved visual performance from edge to edge.
- See clearly with just a gaze and less exaggerated head movement.
- Improved wearer comfort.
- Improved cosmetic appearance, thanks to thinner and flatter design.

Recommended for... anyone requiring a single vision correction who's prescription is above +/- 3.00D.

From £160

ENHANCED

Our enhanced single vision design offers an everyday lens that helps reduce or prevent eyestrain associated with our modern lifestyles and use of digital devices.

A small additional power boost low down in the lens help the eye relax when undertaking prolonged near viewing tasks, relieving common eye strain symptoms such as fatigue, headaches and blurred vision.

BENEFITS

- Reduces and prevents eyestrain.
- Delivers sharper vision and improved wearer comfort.
- Blue light filtering.
- Beneficial, even for those with no prescription!

Recommended for... anyone where digital device use is big part of your day or those with signs of eyestrain.

From £140

CLASSIC

Our standard single vision lens allows us to correct a single prescription power, creating glasses to correct for distance, intermediate or near viewing, depending on your needs.

As with all of our lenses, our standard single vision lens comes as standard with our premium lens coating.

BENEFITS

- Cost effective vision correction.
- Ease of use - little to no adaption required.

Recommended for... anyone requiring a single vision correction who's prescription is below +/- 3.00D.

From £120



VARIFOCAL

Varifocal lenses are perfect for those that require both distance and near correction. Unlike all other options, varifocals correct for your entire range of vision, allowing seamless, clear vision at any distance. With hundreds of designs on the market, choosing varifocals can be a bit of a minefield, but we keep things simple, working predominantly with two varifocals that both offer excellent performance and low occurrence of non-tolerance. We can, however, source lenses from any major supplier if you have a favourite!

PREMIUM

Our Premium varifocal design utilises cutting-edge technology to create a customised lens to maximise visual performance, giving all the benefits of a multifocal lens, without the compromise.

While many people struggle with varifocal lenses, our Premium design offers reduced peripheral distortion and swim & sway, increased field of vision, a larger near zone and excellent clarity and comfort.

BENEFITS

- True vision thanks to minimal image distortion.
- Easy to wear and quick adaption, especially for first time wearers.
- Large reading area.
- See clearly with just a gaze and less exaggerated head movement.
- Improved posture thanks to seamless transition through vision zones - less head lifting!
- Improved cosmetic appearance.

Recommended for... anyone seeking varifocal lenses without the compromise. Highly recommended for those with near add of +2.00 and above or astigmatism above 1.00D.

From £375

COMFORT

Utilising an improved design approach, our Comfort progressive delivers a more natural viewing experience, with a smooth transition between the viewing zones, stable 'in motion' performance.

Wearers also benefit from a low profile design, flattening the front surface for improved aesthetics and better frame fit.

BENEFITS

- Easy to wear and quick adaption.
- Improved 'In-motion' performance - reduced swim and sway effect.
- Large near vision fields of view.
- Improved cosmetic appearance.

Recommended for... experienced varifocal wearers looking for improved performance and first time wearers with a low to moderate near add (up to +2.00).

From £300

CLASSIC

There is nothing 'standard' about our Classic varifocal lens. Using freeform manufacturing and an inner-surface progressive design, wearers will experience wider intermediate and near zones - up to 25% larger - when compared to traditional progressive lenses.

BENEFITS

- Wider fields of vision.
- Good wearer comfort.
- Easy adaption.

Recommended for... experienced varifocal wearers looking for a low cost premium lens option and first time wearers with a low to moderate near add (up to +1.50).

From £250



OCCUPATIONAL ...

Lenses designed to correct intermediate and near vision, for improved range and clarity of vision. Great for overcoming the limitations found with other lens designs, such as lack of range with a single vision correction or problems with posture and clarity with varifocals. We offer a range of designs to suit your individual needs.

OFFICE NEAR

Office Near provides a very large and wide near and intermediate zone, ensuring clear vision between screen, keyboard and closer objects such as your phone, tablet or book.

BENEFITS

- Very large near and intermediate areas.
- Improved posture and wearer comfort.
- Minimal swim effect and peripheral distortion.
- Ideal replacement for reading glasses to give improved range of vision.
- Clear vision up to 50cm.

OFFICE MID

Office Mid provides wide, comfortable near and intermediate vision, with a smooth transition from near, extending to about one meter at eye level. Extended distance viewing can be achieved by looking above eye level.

Office Mid is perfect for those clear vision for desk work as well as face-to-face communication.

BENEFITS

- Increased range of clear vision.
- Improved posture and wearer comfort.
- Large intermediate and near area.
- Minimal swim effect and peripheral distortion.
- Main focus range up to 100cm.

OFFICE ROOM

Office Room not only lets you see what's right in front of you, they also provide clear vision up to four metres.

The main focal point lies at a distance of around two metres at eye level, extending to four metres just above.

Office Room is ideal for those working in large offices, meeting rooms or to allow you to walk around without constantly removing your glasses.

BENEFITS

- Large range of vision.
- Easy to wear and quick adaptation.
- Good intermediate and near area.
- Main focus range up to 200cm, with comfortable vision at 400cm.

Recommended for... anyone needing correction for intermediate and near vision, without the hassle of multiple pairs of glasses. Also perfect as a second pair of glasses for varifocal wearers who do a lot of computer work and are looking for a more comfortable and relaxed working posture.

From £180



DRIVING LENSES •

Lenses designed for driving. Thanks to lens designs that are optimised for driving conditions and an anti-reflective coating specially tuned for headlights, street lights and traffic lights, these lenses are perfect for those that spend a lot of time behind the wheel or suffer from reflections and glare that are common when driving at night.

SINGLE VISION

BENEFITS

- High resolution vision.
- Enhanced contrast.
- Wide fields of vision.
- Enhanced glare reduction.

Recommended for... anyone wearing glasses for driving and requiring improved performance, especially for night driving and associated glare.

From £160

VARIFOCAL

BENEFITS

- Easy to wear varifocal designed to optimise distance and dashboard vision.
- Wide fields of vision.
- Clear peripheral vision.
- High resolution vision.
- Enhanced glare reduction.

Recommended for... anyone wearing glasses for driving and intermediate (dashboard) vision that requires improved performance, especially for night driving and associated glare.

Not suitable for everyday use due to reduced near prescription.

From £230



PREMIUM LENS COATING

At Clapham Optical we aim to deliver vision without compromise and this is not possible unless your lenses are clean, clear and free from scratches. That is why all of our recommended lenses are supplied with a premium lens coating as standard. There are six common issues that affect spectacle lenses and the quality and clarity of vision the wearer experiences. Reducing or eliminating these is critical to ensuring you experience vision without compromise.

No Additional Charge



GLARE REDUCTION

Minimising glare and surface reflections results in improved clarity, reduced eyestrain and better aesthetics.



DUST REPELLENT

An anti-static layer helps to repel dust particles resulting in clearer vision and an easy to clean lens.



SMUDGE RESISTANT

The oleophobic layer helps repel smudges for enhanced clarity and easier to clean lens.



SCRATCH RESISTANT

No lens is unscratchable, but super-tough, hard coat layers help eliminate light scratches that build up from everyday use. This ensures clarity of vision and reduced eye strain.

Our lenses are guaranteed against scratching for 2 years.



UV PROTECTION

Helps to protect your eyes from harmful UV-A and UV-B rays from both the front and back surface of the lens.



WATER REPELLENT

The super-hydrophobic layer repels water droplets, meaning they bead up and roll off easier for clearer vision.



LENS ENHANCEMENTS

Our lenses are already pretty great, but you may want to improve them further with one of our great value lens enhancements, including light-reactive tints, polarised filters for enhanced clarity and protection from the sun or alternative lens materials for a thinner, lighter and more cosmetically appealing finish.

LENS MATERIALS

For those with a stronger prescription, considering alternative lens materials is almost an essential. Reducing weight and thickness can help improve visual performance, comfort and cosmetic appearance.

1.60 index: 25% thinner and lighter. **+£50**

1.67 index: 35% thinner and lighter. **+£100**

1.74 index: 50% thinner and lighter. **+£150**

For those with a very high prescription we also have access to an exclusive lens material from Japan...

1.76 index: The World's thinnest plastic lens **Price: POA**



TRANSITIONS

Transitions is a light-reactive lens technology that automatically adapts to changing sunlight conditions. They also help protect against harmful UV and Blue-light rays, both indoors and outside.

There are 2 photochromic technologies available:

Classic

Ideal for those looking for an everyday solution that seamlessly adapts to the current light conditions. Clear indoors and dark outdoors for the perfect all-in-one solution.

XTRActive

Photochromic technology that activates in the car. Adapt to both UV and visible light for enhanced performance. Virtually clear indoors and extra dark outdoors for additional sun protection.

+£60

POLARISED TINT

Polarised sun lenses provide the best visual comfort and protection against glare and UV light, making it the go to choice for prescription sunglasses.

Polarised lenses filter scattered and reflected light, helping to minimise glare while enhancing contrast, making them perfect for driving on sunny days or protecting from the harsh, low winter sun.

+£50

We also offer a full range of non-polarised and mirror tints. Please ask in-store for details and pricing.



EYEWEAR STYLING CONSULTATION

CHANGING THE WAY YOU SHOP FOR EYEWEAR

For many people choosing new eyewear isn't particularly enjoyable. You probably don't really know what suits you and you get left to look at rows and rows of glasses, unsure of where to start. More often than not many just go for the same style time after time because it all gets too much! Our eyewear styling consultation at Clapham Optical has been designed to make your quest for new eyewear an enjoyable experience. It will save you time and hassle. You will find out, definitively, which eyewear styles will suit your personality and face shape. It will make your decision on new eyewear easier and give you confidence in what you choose.

By the end of your eyewear consultation our aim is for you to feel like this;

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“I actually enjoyed this whole experience. I'm more excited about my eyewear than I thought possible and I can't imagine choosing glasses the old way ever again”

So no pressure on us then!

The consultation is essentially an opportunity to discover the right style of eyewear for you, in a no-pressure, relaxed environment with the help of an eyewear professional. Making the right choice when choosing new eyewear requires some thought and consideration, and we guide you through the process. We try to always give the best advice and information we can about the frames, and lenses, that are best suited to you. This is the only way to guarantee your complete satisfaction. Doing it any other way is leaving a lot to chance.

Clapham Optical is one of only a handful of opticians in the whole country that offers such an experience. Many opticians claim to offer style advice, but in reality have had little specialist training. Some opticians claim to have special 'gadgets' that tell you your perfect style, but they simply don't work! The proof is all around us, on the faces of thousands of people wearing the wrong glasses!

The eyewear styling consultation is our way of delivering a truly personal service for our clients, enhancing their overall experience of buying glasses and of going to the opticians in general. We give you access to highly desirable, unique and cutting-edge eyewear designs that you won't find in every other shop.



LOVE YOUR GLASSES GUARANTEE

We are so confident you will love your new eyewear that we give our clients a 60-day 'Love Your Glasses' guarantee

We ask a lot from our clients. We ask for them to place their trust in us when it comes to investing in new eyewear, to listen to, and take our advice on frame selection and best lens choice. To have faith in us that when we say something looks great and will help them look and see better, that we are being 100% honest and genuine.

It's a big ask, because so many people suffer bad purchasing experiences in many walks of life, where a salesman hits you with compliments to make a quick sale that you may later regret. We've all been there!

At Clapham Optical we are different. We understand that our clients are our biggest assets. A client that looks fabulous will attract loads of great comments from strangers. A client that is 100% happy with their experience will tell everyone they meet all about us.

We are so confident in this that if you are not completely satisfied, whether it be with the fit and comfort of your frame or the performance of your lenses, you can return them within 60 days and we will exchange them for an alternative frame and/or lenses. All at no charge.





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