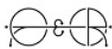


CLARKE &
ROSKROW

ESTD STYLING OPTICIANS 1974



THE CHURCH STREET CHRONICLE

Volume 6 Issue 8

The Eyes Have It.

Eye makeup has been taking a larger proportion of prestige cosmetics sales during and after lockdown, according to retail analysts NPD. With lips now often hidden behind face masks or coverings, makeup sales in that area are taking a lesser share of the spending.

“As consumers are required to wear a face mask or covering in shops, on public transport and other public spaces, the lip segment has declined in market share, driven largely by a decline in demand of lip colour as the lip area is no longer visible when wearing a mask” NPD said.

It’s pretty obvious when you think about it. The eyes have it. Now more than ever. I remember as a young boy my dad saying that you could tell a lot about a person by their shoes*, but as an eyewear enthusiast I’ve always considered that a little strange. When you first meet someone, you look at their face and their eyes in particular. You don’t look down at their feet. It’s all about eye contact and eyewear. And wearing the right eyewear can say a lot about you without you even saying a word through a muffling face mask! I’ve always thought this, and it’s one of the main reasons we get so many referrals and recommendations. Friends and relatives notice your amazing new eyewear and say “Ooohh, I really like your glasses” and so follows a short conversation about your eyewear and you mention that you got them from a wonderful place in Market Harborough called Clarke & Roskrow and so on.

Many of us do care about how we look. Some would call that vanity, but I think caring about your appearance and wanting to make a good impression on others is a positive thing. We don’t want to look like we made zero effort or don’t care. Unfortunately, though, some people have yet to figure out just how important good eyewear really is. Henrik Lindberg, owner of our favourite eyewear collection that bears his name, summed it up perfectly in an interview that appeared in *Wallpaper* magazine a few years ago:

“I really don’t grasp when someone puts so much effort into their overall look, and then just grab their glasses without any thought-they don’t clean them, polish them, they probably have mushrooms growing on the nose pads-and out the door they go.”

I’ve commented before in these pages that the vast majority of the spectacle-wearing population in the UK are wearing mass-produced, bland, boring, and poorly designed and made glasses, which are often ill-fitting with shapes and colouring that clashes with rather than complements the wearer. Why would you put something like that on your nose, right in the middle of your face for all to see? People are going to have to look through them to see your eyes. They’re going to notice! Thankfully, you are here, one of the enlightened ones. You know that face mask or no face mask, you’ll be looking amazing in your eyewear!

*My dad is a former policeman and I have to say he was always the smartest officer in uniform. He’d spend hours “bulling” his boots on the dining table, until the leather shone like a mirror; sadly, his passion for glistening shiny leather boots has skipped a generation!

Discretion? It’s Our Middle Name!

As Optometrists and Dispensing Opticians, my team and I are often called upon to do things that go beyond the remit of what the usual day job entails. For example, we were once asked to hide a group of friends from a client who was visiting us, so that they could surprise her after her appointment and whisk her away for a celebratory Birthday lunch!

More recently, we’ve been asked to keep secrets from a client’s spouse. Our client, we’ll call her Jane, decided she wanted to invest in some high-quality eyewear as she’d been disappointed so many times with her previous glasses and experience elsewhere. No problem, we could help with that. “The only thing is”, she whispered quietly to one of the team, “is that I don’t want my husband to know how much I’ve spent on my glasses. Would you mind please not mentioning the price when I come to collect them?”

Now, we don't want to be the cause of any matrimonial or domestic friction, so of course this was a request we couldn't refuse. A few weeks' later, Jane returns to the practice to collect her new glasses with husband, we'll call him John, in toe. The collection appointment goes well, Jane is thrilled beyond words with her new purchase, John's a good boy and makes all the right sounds and comments of approval for the great choice the love of his life has made. And not a peep from the team regarding the price and outstanding balance, all of which was taken care of with the utmost discretion. Jane and John leave the practice, both feeling very happy about their experience.

A week or so later we got a call from John who's also decided that he'd like to have some new glasses too and wanted to book an appointment. He'd been so impressed with how well we'd cared for Jane, and that her glasses were so fabulous that he wanted to have some pampering himself. Like most men, it'd been some years since John's last sight-test and the glasses he was wearing were well, how shall I put it delicately, not doing anything for him. So, we give John the same level of care and attention Jane had received; he has a lovely experience with one of the team to choose his new glasses. Just before he leaves, he whispers conspiratorially "I don't want my wife to know how much I've spent on my glasses..." You know the rest!

So, here's the thing.

A pair (or more!) of glasses that you enjoy wearing and you can see well out of is worth its weight in gold! And the service and experience that goes into delivering those glasses is also part of the magic (compare the C&R experience to the



local branch of the nation's favourite optician, which is currently trading from a green gazebo outside the main practice, with signs and warnings telling you how unwelcome you are). But sometimes, as in the case of Jane and John, your love affair with your glasses is a personal one. Sometimes it's best not to discuss it, to keep things on a strictly need-to-know basis with your spouse.

And in the interests of maintaining and even strengthening relationships with your spouses, we are more than happy to oblige. In fact, for a small fee, we'll even provide you with a copy of a receipt that matches what you told your spouse you paid!

Feelgood Factor!

As mentioned in a previous edition of the newsletter, we've been delighted with the response that we have had from you wonderful people since the spring. The team and I are dedicated in what we do and have been working tirelessly to provide the same high levels of customer service, professional expertise and awesome eyewear despite the challenges we've faced since March. We've enjoyed meeting lots of new clients (a record number in fact) as well as welcoming many existing clients back to the practice. So, it's always a great confidence booster when we get positive feedback, such as this wonderful email we received from Maralyn:

"Good morning and thank you for the regular updates. I am sure you are leading the field in the opticians world on that score, as your clients have come to know.

I would very much like to take this opportunity to thank you for the wonderful welcome and service I received on my recent visit to have my eye test and to choose and receive my new spectacles with which I am totally delighted. The usual welcome and friendly family feel still exists at my favourite opticians even in these terrible covid times. I felt both welcomed and safe and always come away with a bounce in my step. Not something I was used to when visiting my previous optician!

I would like to add that Jason did a great job of helping me to choose my new frames. Indeed, it was a bit of a battle to choose from the varied and really unusual frames.

I am highly delighted with my new specs and wish the team the best of luck during the 2nd lockdown. Thank you so much everyone as it was not an easy step for me to take to visit an optician thinking of the dangers out there in the world today but as usual, Clarke & Roskrow have met the challenge with flying colours.

Thank you

Maralyn"

Thank you Maralyn for such a wonderful email, it brightened up our day and gave us all a spring in our step. We really appreciate you taking the time to email us and are so very grateful for your comments.

Many thanks too to PH, client of C&R and partner to KM who purchased new glasses from us recently. This text message from PH made me laugh out loud:

Tue 3 Nov, 09:24

Anthony, I must thank you and your team for K's specs 😊, the are so defining and she loves them. The down side is she can now see what I look like close up, which may impact negatively longer term...



PH we're delighted that you and KM are so pleased with her new glasses. What is true love if not the ability to see and accept our spouse's imperfections!

Security Update from Wilfred.

Woof! I don't bark a great deal, it's not an ideal trait for a field dog, but I have been doing a lot more barking recently.

It started a few weeks ago when my masters, the other two pups, and I went to Cornwall for something called half-term holiday. No idea what that is, but anyway we went to a lovely new house near the beach for a week, supposedly for a rest but pah! not for me!

You see, all the time we were there I kept seeing another dog looking in at me through the windows in the evenings. And this house had a lot of folding windows downstairs. Every night he'd be there. He's a working cocker spaniel, roughly the same height as me, jet black from top to toe, quite handsome, wearing a reflective blue collar. He looked friendly enough, but this was our holiday house, and I don't take to having strange dogs lurking around my patch.

He's a tough pup though. When I gave him a hard stare, he'd just stare right back at me. Not a flinch or flicker. Then I'd growl at him and he'd growl back at me. Then I'd bark, not one of those excited playtime barks but a proper "you're messing with the wrong pup here, mate" type of bark, and he barks right back at me! So, I walk away. Then I run back and bark at him



again, and he just barks right back at me. No matter which of the windows I went to, there he'd be waiting and looking straight at me.

This would go on for a while until one of my masters put me into the hallway, no windows there you see. They'd always put me in the hallway though, never the other dog. Life's so unfair!

Anyway, this went on the whole time we were away. To be honest, I was glad when we got home because that other dog was starting to really annoy me. But would you believe it, the first night back at our real home and there he was again, this time in our back garden! How on earth he got back to Rutland from Cornwall and found his way into my master's garden I'll never know! But this is my house, and I'm going to protect it. I just know that the other dog will be waiting outside again tonight. If he is, I'm going to bark at him and let him know who's boss.

My advice to you is to lock your doors and windows at night and be on the lookout for a black cocker spaniel. He might just be up to no good! Woof!

Christmas? We've Got It All Wrapped Up!

Ok, so we all know Christmas is going to be a very different occasion this year. Whether we'll be able to spend time with our loved ones and friends or not is yet to be determined, but as with all aspects of the past 8 months or so, whatever happens we must try to make the best of

the situation. Christmas decorations will still need to be hung, the tree dressed, Christmas cards and letters to Father Christmas to be written, mince pies to be cooked, turkey's to be roasted, it's exhausting just thinking about it!

And of course, they'll be the usual mad-panic by many of us grappling to find last minute gifts and stocking fillers for our partners or parents, or those hard-to-buy-for people in our lives. And whilst Amazon might have Christmas in the bag this year, we have some perfect gift ideas and stocking fillers that simply can't compete with. Our Christmas gift suggestions might just make you the best Santa ever in the eyes of your loved ones!

If you really want to give that "special someone" a personal, meaningful gift this Christmas, something that will boost their confidence and make them look and feel like a million dollars, then why not consider a pair of super stylish glasses and sunglasses? Now that's a gift that will really bowl them over, a gift with guaranteed impact and brownie points!



Prefer to do something on a smaller scale? No problem, we have options for you here too!

We can prepare your very own personalised Eyewear Gift Vouchers to any amount you please, redeemable within 12-months of purchase. Back by popular demand we also have our 4-piece Eyewear Wardrobes in stock for Christmas, the perfect gift for the eyewear enthusiast in your life! It can also double-up as the perfect place to keep your treasured jewellery and watches.

Or how about our COVID Christmas Gift Bag, containing all the must-haves for any spectacle wearer during this COVID-era. Each gift bag contains a box of our "No Fog" lens wipes, a bottle of our own-brand refillable lens cleaning spray, a micro-fibre lens cloth, a box of Zeiss lens wipes, and a bottle of hand sanitiser.

We're at your service this Christmas with fabulous frames, gift vouchers, eyewear wardrobes and our COVID Christmas Gift Bag, all of which could win you the award of best Christmas gift. If we can be of assistance in making your Christmas a happier one, just call us on 01858462996 or email hello@clarkeandroskrow.co.uk and our elves will do everything they can do help! Ho! Ho! Ho!



Refer A Friend Competition Deadline 31st December

Your chance to WIN! a luxury weekend break for two at beautiful Stapleford Park WORTH £700 is fast running out! The original deadline was 30th June but because of "you know what" we extended the deadline to 31st December, which is just a few weeks away.

Simply refer a friend or relative to us for a sight-test or an Eyewear Styling Consultation and we'll enter BOTH of you into the prize draw, all they have to do is tell us who referred them and we'll take care of the rest! And there's no limit to the number of people you can refer, which means the more people you refer to us the greater your chance of winning!

We've even prepared a FREE "Welcome Pack" that we can send to your friend and relative to introduce them to the world of Clarke & Roskrow. It includes a FREE £89 gift certificate just to get them started. Call us on 01858462996 or email hello@clarkeandroskrow.co.uk to request a FREE Welcome Pack for your friend or family member.

Welcome Aboard!

I'd like to officially welcome all of our new clients from the past month or so:

John Y. – Alexandra B. – Ben R. – Kevin F. – Lilo H. – Ann T. – Pat E. – Yvonne O. – Neil O. – Javan W. – Sarah H. – Gordon B. – Sachiyo. W. – Nicky K. – Katheryne C. - Ivan C.

Welcome to the C&R family, we're glad you found us!