



THE CHURCH STREET CHRONICLE

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What The World's Been Waiting For.

There's a problem that's been "mistifying" some of the greatest minds on the planet in recent months. A global phenomenon, which has caused huge amounts of debate and discussion, from the White House to the Kremlin, from Beijing to Berlin, London to New York.

Whether it's in private homes or business premises, shops or restaurants, the golf club or the gentleman's club, online in the "Twittersphere" or Facebook, people are discussing this challenge on a daily basis.

It's a problem that affects at least half the world's population (my wildly inaccurate guesstimate, for illustrative purposes only), and yet to the best of my knowledge no government of any leading nation is looking to solve the problem.

It's not on the agendas of the WHO, G8, or the IMF, and I don't think it's being discussed in the forthcoming elections in the U.S (ok, let's not even go there!). Some of the greatest inventors, scientists and entrepreneurs have so far failed to come up with a solution, whilst so many of us are afflicted by such a frustrating condition.

Governments around the world are tackling a multitude of problems that affect us all, from the COVID19 pandemic to global warming and plastic polluting our oceans, but nobody it seems has found a practical solution to...

...the new phenomenon of spectacle lenses steaming-up when wearing a face mask!

Until now!

Recently arrived at C&R is the "No Fog" spectacle lens wipes developed by our friends at Bondeye Optical. The wipes have been trialled by yours truly and the C&R team with some great results! No fogging of the spectacle lenses (or at least much reduced), even with heavy breathing after going up and down the stairs multiple times! Suitable for use on all types of spectacle lenses (including fully-coated lenses, which many of you will be wearing), the "No Fog"

wipes can also be used on camera and binoculars lenses, as well as swimming goggles and diving masks.

Available in boxes of 30 wipes at £6.50 per box, these are the new "must have" accessory to go along with your amazing eyewear and the ubiquitous face covering/mask!

At the time of writing, our initial supply had already sold out, but we have more stock arriving any day now. Visit the blog page of our website (<https://clarkeandroskrow.co.uk/blog>), or our Facebook and Instagram pages to watch a short video demonstrating these new lens wipes.



To secure your supply of "No Fog" lens wipes, call the team on 01858 462996 or email hello@clarkeandroskrow.co.uk with the subject "No Fog lens wipes" and we'll keep a box or two reserved for you (subject to availability).

Desperately Seeking Certainty.

There are six basic psychological needs that drive human behaviour. We all share these same needs, but people value them differently, and that drives different behaviours from person to person. The first of these needs is **certainty**, something that in the current climate *feels* as though it's missing, or at least is in short supply. The second need is **variety**.

Certainty is about being comfortable. It's a need to know what's coming next so that you can feel secure. The higher your need for certainty the less risk you'll take in life.

Variety, on the other hand, is the need for change, the need for surprises, to be kept on our toes, to shake things up a bit. In fact, you could rename variety and call it “**uncertainty**”.

Isn't life a joke? These two basic needs are polar opposites, and yet we need them both!

Across the globe right now we seem to be awash in uncertainty and short on certainty. What's going to happen next with COVID? Will there be a second wave over the winter and will we go into another lockdown? What's going to happen next with Brexit? Who's going to win the US election? Will tensions continue to increase between the US and China? What's going to happen to the economy, taxes, unemployment?

The real answer to all of these questions, that no one seems prepared to tell us, is that nobody knows! Even Christmas dinner this year is an unknown quantity.

Here's the truth about uncertainty: the quality of our lives is directly proportional to the amount of uncertainty we can comfortably live with.

Uncertainty gets a bad rap though. Think about it. You need to be comfortable with uncertainty to get behind the wheel of a car and learn to drive. You need to get cosy with uncertainty to take that new job. You need to be happy with uncertainty to take on the financial commitment of a mortgage for your house. Think of the most important relationships in your life. Committing yourself to another person and loving them with no satisfaction guaranteed, that's uncertainty right there! And as for having children, well they can be as mad as a box of frogs and completely turn your life upside down, and you have no certainty about how they'll turn out!

My point is that the best things in your life have probably been a direct result of taking a gamble on and being okay with uncertainty. So don't believe the media hype that is subversively telling you that you can't handle uncertainty. You can, you have and you will continue to do so.

And on the flip side you can feel certain any time you like. Human beings are resourceful and adaptable (see Volume 6 Issue 4). You can find ways to feel certain even if the rest of the world is going bonkers all around you. You can feel certain by holding a simple belief that everything will turn out ok in the end, and if it's not ok, well, it's not the end. You can feel certain by focussing on the things that you *can* control and ignoring everything else. You can feel certain that the sun will rise

in the morning and set in the evening, that you will face each new day with a stronger resolve. You can feel certain by taking a walk, breathing in the fresh air and marvelling at the beauty of simple things such as the leaves turning colour or the sound of birdsong on the breeze. Benjamin Franklin was wrong when he said that the only certainties in life are death and taxes. Certainty is all around us, even in the darkest of times; we just need to go looking for it.

Farewell, Book of Dreams!

If, like me, you're a child of the 70s and 80s, you'll probably have been equally saddened to learn that a cornerstone of our childhood Christmases has now become a piece of nostalgia. After 47 years and one billion copies, the Argos catalogue has gone online-only, and with it too the memories of millions of 40 to 50-somethings who would pore over the laminated pages of the “Book of Dreams.”

As a child, the Argos catalogue was a portal to a magical world, where a Breville toasted sandwich maker, a Bull-Worker, Sony Walkman, or the Sinclair ZX Spectrum were all seemingly within easy reach. I even remember



the layout: jewellery and watches were at the front, toys and gadgets at the back, and oodles of stuff for your mum and dad lay in the thousands of pages in between.

Packed full with colour photos of the products, and enticing descriptions, the Argos catalogue (aka the “Nag Mag”) was probably every parent's nightmare as their little darlings begged and pleaded for the latest toys and gadgets that lurked within its pages.

Even the Argos stores were crazily mind-blowing for a young child of the early 80s. I have vivid memories of shopping at Argos in Leicester; you'd have to consult the

glossy pages, then use a flimsy, stubby plastic biro to fill out an unfathomably long code on a slip of paper; having presented the Argos equivalent of “Wonker’s Golden Ticket” at the counter, the excitement would mount as we waited for the items to appear on the conveyor-belt from the Tardis-like stockroom. Even my own children (when they were younger), who are very much of the digital age, were held spell-bound by the Argos catalogue, history repeating itself as we would flick through its pages in the weeks before Christmas.

So farewell Argos catalogue, you will always hold a special place in my memory and millions of others who’s Christmas wouldn’t be the same without the Nag Mag!

A Pain in the Neck!

The wearing of facemasks has now become part and parcel of the “new normal”. Whether it’s a common-or-garden blue surgical mask, homemade creation or the latest designer-label variety, face coverings of all and every type are now commonplace. And whilst they can be a little awkward to get the hang of to begin with, the donning of a face mask (or other suitable face covering) isn’t rocket science.

And yet, there are still a few eejits out there who haven’t quite got the hang of it.

Take for instance the case of the man who decided that his pet snake would be a perfect choice for a face mask on a bus journey in Greater Manchester last month.

The reptile was coiled around its owner’s face and neck, an eyewitness claiming that she “...thought it was a funky face mask” until she saw it slithering over the handrails.



A Transport for Manchester spokesperson said that whilst there was some interpretation to the rules on wearing a suitable face mask or covering, it did not

extend to the use of snakeskin, especially when still attached to the snake.

And if anyone is wondering why the US is struggling to control its growing number of COVID cases, simply take a look at this photo of a chap on an internal flight between Cleveland and Nashville, which went viral back in June (it took me a while to figure out what was wrong here)!



Or, how about this...



A Tout A L’Heure, Paris!

I’m writing this edition of the Chronicle in early October, a time when the team and I should be spending a weekend in Paris. This isn’t because I’m a benevolent boss and want to treat my team to a relaxing weekend city break, but because of **Silmo Paris**, which is *the* optical trade fair event of the year.

Any optician who is serious about eyewear, and truly committed to sourcing the finest frames for their clients, will make the investment to travel to Paris every year because this is where the very best eyewear designers and manufacturers congregate for four days of optical business!

This would have been our third trip to Paris in as many years, having also visited other European trade fairs in Munich and Copenhagen.

As a Francophile, I love visiting Paris, with its beautiful architecture, the sweeping boulevards, Montmartre, the Marais, the bar-tabacs and street cafes, the cosy restaurants and bistros, busy Parisians bustling along the boulevards chattering away in one of the most romantic languages on the planet. I even enjoy riding the Paris Metro! Paris just has that “je ne sais quoi” about it! Visiting Silmo also means I get to practice my admittedly poor French language skills for three days, usually to the howling derision of the team!

But sadly, because of “you know what”, Silmo has been cancelled this year, which has hit me hard! C’est la vie as the French would say.

Silmo is where we usually do the bulk of our frame purchases for the year ahead. It’s also where we get the chance to find other amazing collections to bring back to you good people.

Silmo may have been cancelled, but the team at C&R are nothing if not resourceful! We won’t allow a global pandemic to stand in the way of bringing the finest eyewear from around the world to Market Harborough!

We’ve been busy making alternative arrangements with some of our best frame suppliers, including Lindberg, Anne et Valentin, Etnia Barcelona and Leisure Society to make sure that we continue to have fabulous frames in stock to excite and inspire you!

We’ve worked tirelessly over the years to nurture strong relationships with our suppliers, which means that we can make things happen where others may struggle. If we can’t get to Paris, then our frame ambassadors can come to us! They’ve been visiting the practice, respecting physical distancing and hygiene regulations, to make sure that we have all the latest styles and new releases.



Recent deliveries from France, Denmark, the US and Spain means that we’ve never been as well-stocked with frames as we are now, and we just know that your next pair of glasses and/or sunglasses are waiting right here for you!

Whether or not we’ll be visiting Paris in 2021 nobody knows, but I do know that we will continue to work closely with our frame partners during this ongoing pandemic to bring you the very best eyewear to be found in our region!



Welcome Aboard!

September was a very busy month for us at C&R. Our appointment book has never been busier as we’ve been reconnecting with existing clients and meeting lots of new faces too!

In fact, September was our busiest month for new clients visiting Clarke & Roskrow Styling Opticians since I bought the practice just over six years ago. Our reputation for niche eyewear, world-class customer service and professional expertise continues to grow, and your recommendations and referrals are a big part of that success!

So, a big Thank You again to all of you who continue to recommend your friends and family to us, we really do value your personal referrals.

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

Anne R. – Cheryl-Anne F. – Julie R. – Jane & Jerry G. – Ann & Trevor N. – Sarah B-M. – John D. – Susan G. – Jeffrey O. – Jayne & Chris D. – Laura C. & Tracy H – Derrick K. – Kirsty A. – Ian P. – Chris K.

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