

Cameron Beaumont

OPTOMETRISTS & OPTICIANS

See Better
Look Great!

Issue 5

GREAT DANES!

As you know, if you read our last Newsletter, we have been to a few tradeshows this year to source frames that are not found just anywhere. That have their own unique style and are made with precision and craftsmanship. Well, we are pleased to announce the arrival of two of these ranges.



The first range is Lindberg Horn. Many of you will be familiar with Lindberg as we have been a supplier for many years and their rimless titanium frames are a constant favourite.

Lindberg Horn is a unique, handcrafted combination of exclusive buffalo horn and titanium. The front of the frames feature layers of laminated horn, giving this living, porous material greater strength and stability. They are available in 4 different shades varying from light to dark. As horn is one of nature's products, individual shades in colouration and pattern mean that each pair of glasses is always one of a kind.



These frames were winner of the Wallpaper* design awards 2015 –Here's what Wallpaper* had to say about the frames:

"The long and short of sight have been sporting horn-rimmed specs since the 16th century. However, most opticians have long since abandoned actual horn in favour of more easily tamed replica materials. Three years ago, Danish spectacle maker Lindberg, always up for a challenge, took on the task of bending, or rather, unbending genuine horn to its will and minimalist aesthetic.

The company uses specially treated laminated strips of buffalo horn, bonded with its secret recipe glue. And, in the latest collection, Lindberg has matched it with a titanium nose bridge, temples and hinges to create specs that offer horn's unique glow and colouration but with unprecedented lightness, sleekness and comfort. Proper horny."

The second Collection is from Kilsgaard. Embodying sheer simplicity and style, Kilsgaard Eyewear keep their gaze away from fleeting trends, instead embracing a clean-cut and minimalist look that the



contemporary wearer longs for. When Jacob Kilsgaard founded the brand in 2007, he recognised a gap in the market for iconographic and refined frames. Each aluminium frame comes in a variety of classic colourways and universally flattering styles, maintaining a strong and sturdy shape yet feather-weight lightness. The frames, which are designed in Denmark and assembled in Italy, are a nod to the contemporary with their pared-back steel frames, yet comfortably hold their own as a subtle boardroom signature. The refined collection is timeless and versatile enough to seamlessly transition from work to leisure with ease.

A MASSIVE THANK YOU!!

We have been overwhelmed by the response to our request for some testimonials for the new website which is currently in the pipeline. We cannot thank you enough for the lovely comments and feedback we received – they have been a real joy to read and given all the staff and us a real boost.



Congratulations to Katy Hitchins who was drawn as the winner of the sunglass competition. Let's hope we now get lots of beautiful sunshine to make use of them.

PRACTICE NEWS

Congratulations to Heidi on her 40th Birthday! Heidi as many of you know is one of the directors and dispensing opticians. She and her husband, Richard enjoyed a long weekend in Rome as part of the celebrations.



See Better, Look Great is our informal newsletter. We believe in relationships here at Cameron Beaumont and we really value having a strong relationship with our clients. This is our way of keeping in touch and letting you know what is going on at the practice.

Welcome back to Emma on reception who has been off on Maternity leave for the last 9 months after having her baby boy, Matthew. She is back with us 3 days a week which is fantastic as she has been greatly missed.

Vicky and I have had a new arrival to our household since the last newsletter! Meet Lola, our 12 week old Labrador puppy. She has doubled in size since we got her 4 weeks ago and is currently trying to chew everything in sight.



We are a large practice and Vicky, Heidi and I don't always get to see all of you when you come in. This publication is an open dialogue between us so that you can get to know who we are as a company. As painful as it can be, we like to show some of our personality. We're not a faceless company but a family run business who really care.

Your feedback is invaluable. We are extremely interested in what our customers have to say so please send any thought or comments to neil.brooks@cameronbeaumont.com.

Every month I try and rise to the monumental challenge of making an opticians newsletter a riveting read. If I've failed, in your eyes, to do that, you can unsubscribe by just telling us or sending an email to reception@cameronbeaumont.com.