

PATRICIA FOX

'SPECTACLE EXPERIENCE' TAKES OUT THE GUESSWORK – AND ALWAYS NAILS IT

AS THE OWNER of the imaginary *Spectacle Experience*, a unique light filled optical shop catering to the discerning customer, I would encourage individuality, support expression of self and provide confidence that the frames selected in my shop will be absolutely perfect.

The shop would cater to the open-minded, fun-loving, high-spirited customer who is seeking fabulous, well-fitting, artisanal, hand-crafted prescription eyewear. My customers want eyeglasses that are conversation pieces; frames that stand out, are fitted to perfection, and functional, that also provide the latest, most fab looks. At my shop, people know they'll receive impeccable service and are always welcome for a casual visit, adjustments, alignments and repairs.

The adventure begins with a friendly and sincere greeting and a verbal invitation to meander, have a beverage, enjoy the glitter gold linoleum floor, high ceilings, large windows, and open space filled with the scent of the season's flowers, such as lavender for summer.

The curated collections can be viewed in open, clear glass display niches and are categorized; a high-end selection of whimsical shapes, inspiring colors, luxury materials, fashion showpieces, rhinestone over-the-top face jewelry, and serious sunglass protection, and an array of possibilities including items for pets.

The atmosphere is serene, comfortable and a clearly joyful neighborhood destination. Customers are encouraged to leisurely view, touch, try on and converse with me addressing concerns, questions, and the shop's protocol. The shop provides patient-focused eye exams with an on-site optometrist and licensed optician well-versed in lens design to ensure proper fit and comfort.

The *Spectacle Experience* is a collaborative



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relationship with clients, with the goal being to provide and build an eyeglass wardrobe over time that encompasses all aspects of a customer's lifestyle and ensures return visits.

Did I mention the high gloss lacquered cream cabinets and drawers that beg to be opened? But ... *not yet!*

The first step in the selection process is a seat at a milk glass topped table that, with the press of a button, raises a touch screen from the surface. “*Spectacle Me*” is a first-of-its-kind customized frame selection program. Created for you.

By you. In a series of 20 questions inquiring about lifestyle, preferences, and prescription details the program features a smart assessment and evaluation of individual needs. The program then auto selects a diverse array of frames, colors, shapes and styles, all custom tailored to specifications based on the client's responses. A portrait photo is taken and the

image is available to view how all the frame suggestions will look on the wearer.

Now the lacquered cabinets and drawers open to reveal the computer's aesthetic preferences.

Eyeglass frame recommendations are all in stock on-site and the stress-free, secure environment allows for an effortless experience to try-on and see the real *look*. The ease and simplicity of having the guesswork removed, the choices limited to what is correct, brings smiles and adds to the fun, knowing the selections are perfect. Straight on and profile screen images allow image, color changes, adjustments etc. The process is simple, accurate and totally customized.

The result is a customer who is amazed how beautiful or handsome they look, confident and happy to have been part of the process for a purchase that impacts their lives in numerous ways.

The farewell is as warm and friendly as the greeting with a scheduled return visit already in place to build that eyewear wardrobe.

After all, “The fortune is in the follow up!”

IF I OWNED

Business experts from other fields 'invision' their ideal optical shop.

PATRICIA FOX is a NYC-based artist, interior designer, fashion influencer, style collaborator, model, spokesperson and event curator renowned for her colorful, head to toe style, a.k.a. Purely Patricia. She is a cultural commentator, sought after on-air talent, interviewer, and a favorite subject for editorials, photographers, and artists. A longtime eyeglasses wearer, you can follow her on Instagram @PurelyPatricia.