



## Official Newsletter of The Spectacle Shop

### WELCOME!

To our newsletter! There are many of you out there who we only see once every few years. That isn't enough for us and this is our way of informing you of what is happening within the practice and in our day to day lives, and maybe giving you some light entertainment in the process.

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### TIME TO REFLECT

Throughout the Christmas period I always find myself reflecting on the year gone by and making plans for the year ahead. This year has possibly been the most focussed of my career and I feel that me, Dan and Phil have achieved some fantastic steps forward with the shop. We have been trialling a new shop design that we will continue to develop over the coming year. We have also introduced three new frame ranges that are possible the best ranges I have had the pleasure to work with over the last 30 years, plus we have one more range on the way.

As always though, my favourite part of the last year has been our customers. From those of you who have supported us for in excess of 20 years to the ones one I've had the pleasure of meeting for the first time this year, I truly enjoy every minute I spend with you. This year we've had some fantastic reviews and feedback from you and I really feel we have the perfect team in

### ISSUE #3

place to move from strength to strength for the year ahead.

I would like to wish you all the very best for the festive period and over the year ahead with health and happiness, and of course, great glasses.

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### IT'S EASY TO BE PATIONATE WHEN YOU DEAL WITH THE BEST

Quite often people who have come into our shop for the first time tell us that they are surprised by how passionate about our frames we are. When you think about it, we have a lot to be excited over as we are working with some of the best products in the world. At the end of September, I went again on the hunt for the latest eyewear styles, this time to France.

Every year Paris hosts one of the largest trade shows in the world, SILMO. After my taste of Milan's eyewear show earlier in the year, I knew what to expect and was truly on a mission this time. The brief was to find niche eyewear from the best independent manufacturers the world has to offer. I was looking for names that were not readily available to all, but also frames that would make you feel great when you next call in and try on something new. Frames that had the x factor.

This sounds like an easy task, but when you are faced with 920 manufacturers, with a lot of those making multiple ranges it is anything but. I found flamboyant but not wearable styles, wearable styles but poor-quality products, and poor-quality that weren't either flamboyant or wearable.

Eventually I stumbled across a little-known range called Rapp. As soon as I saw them, I knew these were what I had travelled all this way for. They are a small handmade range from Canada. With no sales agents you can only view and purchase the range from three trade shows in the year, New York, Las Vegas, and Paris. This makes them one of the most exclusive products on the market with currently only 4 UK stockists (and we're soon to be number five).

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### The Story Behind

*Anne & Valentin*  
E Y E W E A R

Anne & Valentin Eyewear might just be one of the best kept secrets around. This collection is well known amongst eyewear enthusiasts, however, is often a new discovery for many. The collection appeals to glasses wearers who have reached the point of frustration and boredom with mass produced glasses and eyewear that lacks any element of uniqueness.

If you want frames that become your signature trademark, not just a fashion statement, Anne & Valentin is the eyewear collection for you. They are a small, independent, and highly customer focused company who provide distinctive, meticulously crafted eyewear for people who desire more than "it all looks the same" eyewear.

"Anne & Valentin prides itself on creating radical eyewear in which you are delighted to be yourself." This simple saying begins telling the story behind Anne & Valentin eyewear.



The adventure began in September 1980, when Valentin the neo-hippie obtained his opticians degree, and as fate would have it, he met Anne. These two individuals inspired one another and created together until Valentine's death in 2003.

As the two worked together in their optical store, they soon realised that the products they could offer their customers was rather limited. Anne and Valentin set off on a mission. They visited fashion shows, art exhibits, museums, and vintage furniture, jewellery and clothing stores that specialised in works from the 50's and 60's, before craftsmanship became a thing of the past. Together they became students of design and craftsmanship and immersed themselves in creating eyewear frames that had never before been offered.

And so it began, Anne sketching her own frame designs. She wanted eyewear frames that evoked intelligence and maturity yet were artistic and playful as well. In 1984, the Anne & Valentin company sent these sketches to be prototyped and subsequently launched the first collection in Toulouse, France. The design philosophy today remains true to its humble beginnings.

The new 2019 Optical and Sun collections are full of energy, vitality, and freshness. The frames are flash without being garnished or gaudy, and timeless chic without being predictable. Anne & Valentin frames are inspired by the designer's desire to create for others what they would wish to wear themselves.

Cerulean blues, turquoise, blush pinks, mint greens, bluish-reds (to compliment complexions) as well as more neutral tones too, you are guaranteed to come away impressed by the sheer range of highly original colours in the collection.

All their frames are hand-crafted and the product of a 30-step hand-cutting and finishing process. The quality of their eyewear is the product of the best materials and the best processes. The essential steps remain the same, man-made and hand-crafted.

Even if you just want to get some inspiration for later in the year, you're very welcome to arrange an appointment to come and see the collection.



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## THE RUGBY WORLD CUP

A while back, I was on the train to work chatting with my friend Cath. She told me she was on her way to watch

the women's Rugby World Cup in Ireland but had to change her flights due to the horticultural show being on in her village. I didn't realise gardeners took these things so seriously, and I spent the next five minutes wondering why somebody would do this. Anyway, I got to work as normal and soon forgot about the whole thing.

Later that afternoon a new customer came in, Michael Harrison. I got chatting with him and it turned out he was also into his gardening. I then started telling him the story of the conversation Cath and I had on the train that morning. He went on to ask where the women's rugby world cup was that year, so I told him it was in Ireland. He replied that he'd gone to the first ever men's Rugby World Cup in New Zealand and Australia.

Michael then told me he'd really enjoyed himself and that he'd played quite well over there. I laughed and agreed, thinking he was winding me up. I went along with it and asked who he played for, the answer to which I was not expecting. He replied he'd captained England, which again I laughed at, only to look over at his wife who confirmed it to be true! Michael and the England team lost to Wales in the quarter finals in that tournament, but Michael did score against Australia.



*Mike Harrison v Japan, 1987 Rugby Union World Cup*

What an experience that must have been. It was nice to meet such a lovely couple. We then had a good chat and he picked some amazing glasses. It is the people I meet each day that make my job so fantastic.

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**FINALLY,**

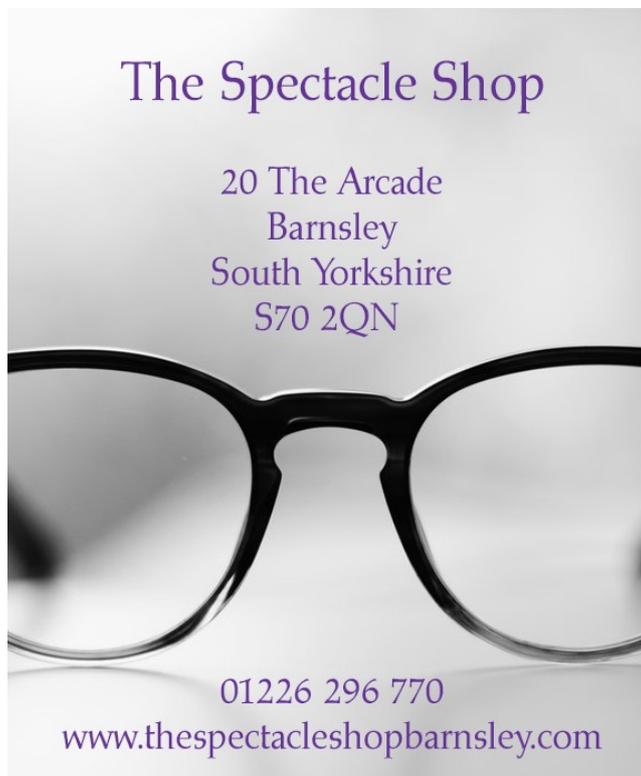
We would like to say a huge thank to all of our customers. It is your continued support and recommendations to friends and family that enable our business to continue serving the wonderful people of Barnsley. We couldn't keep the business going without you. We would also like to welcome all the new customers who have joined us over the last few months. Getting to know new customers is always great fun and we look forward to your next visit.

Please feel free to share this copy of Life in Spectacles with your friends and family.

Take care and see you all soon,



Philip Potter



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