

Two eyewear greats join forces

Oliver Goldsmith Eyewear and Fabris Lane have joined forces to launch the next generation of Oliver Goldsmith optical frames.

The Oliver Goldsmith family has a long heritage in eyewear starting in 1926 with the late Philip Oliver Goldsmith making frames by hand from a single piece of tortoiseshell. This family of eyewear greats has spanned three generations with the current Oliver Goldsmith having worked in the family business since 1959.

"I am delighted to be working with Fabris Lane having known Rod Lane for many years and have admired the growth of his business. It is a fantastic fit for Oliver Goldsmith Optical as his company already distributes several well known license brands in the optical sector and to have Oliver Goldsmith as a luxury brand, makes perfect sense," said Oliver.

Oliver Goldsmith has gained a cult royal and celebrity iconic following over the years including Audrey Hepburn, John Lennon, Princess Grace of Monaco, Princess Diana, Michael Caine and Peter Sellers.

The Fabris Lane story began over 40 years ago when Rod Lane and Mario Fabris joined the Mazzucchelli Group in Italy. After gaining extensive knowledge in all aspects of the eyewear business they formed Fabris Lane in 1982 and by the late 80s had become Britain's largest sunglasses business. Today Fabris Lane produces sun and optical licensed and private label collections. The existing optical brands include Animal, Kurt Geiger and Miss KG.

"We are very proud and excited to add Oliver Goldsmith Eyewear to our growing optical business. This premium British born brand fits perfectly with our heritage and company values," said Rod Lane.



Alex and Oliver Goldsmith

This partnership is effective from April 1 and begins with the launch of the OG Photograph Collection which was inspired by an old family photograph album of the original Oliver Goldsmith. The frames are created in premium acetate, monel and stainless steel, initially comprising eight styles in four sophisticated colour ways, all handmade in Italy.

"I chose *Photograph* as the collection name in memory of my grandfather, also in recognition of my daughter Alex who is a professional photographer who assists me in the business and because photographs are a memory of the past and for the present," said Oliver.

Fabris Lane is yet to appoint a NZ distributor for the new collection.

Check out www.olivergoldsmith.london.

Practice closes its doors

Christchurch practice, Eye 2 Eye Bush Inn, has closed its doors going into liquidation on January 29.

The two shareholders of the company are Navara Investments Ltd (80%) whose sole shareholder is Wes Davies and dispensing optician Andrew Sare (20%) who has not worked at the practice for several months.

The practice opened in October 2004 and then two further practices opened in Timaru and Richmond, both of which were subsequently sold.

The Liquidators are attempting to sell the business as a going concern. If this is not possible, then the assets of the company will be sold by auction/tender. In the Liquidator's initial report it is stated that the reason for insolvency 'was due to increased competition, the industry move towards a franchise model and increased online shopping by customers'.

The Liquidators are aware of preferential claims for unpaid wages and holiday pay totalling \$10,965.63. The initial report states that the estimated deficiency with regards to unsecured creditors is \$301,404.

Inquiries need to be directed to Geoff Brown at Rodgers Reidy, Tel: 0-3-929 0895 or E-mail: gbrown@roddersreidy.co.nz.

Essilor running online campaign

Essilor has launched a nationwide online campaign to drive education and awareness around AMD and to prompt the public to ask practice staff about Crizal Prevencia, as a technology that can be added to existing prescriptions, or used preventatively for eye health.

The key message is around 'protecting your vision for the people you love, so that you can see everything you want to see in the future'.

Essilor has developed a website www.seethefuture.co.nz which provides eye health and product information, and helps the public find their nearest practice. It features a simple AMD risk quiz and a prize draw for a pair of Crizal Prevencia spectacle lenses. Essilor has invested in Google search ads and online banners that will direct people to www.seethefuture.co.nz.

Kumuda Setty from Essilor said that just two weeks into the campaign the results are outstanding.

"We have had more than 1,000 visitors from all over New Zealand taking the quiz online," she said.

The company is also taking the message into print and onto the radio.



"As a pilot project for print and radio we are promoting this in Nelson and Blenheim initially. Radio advertisements are on Newstalk ZB, Coast and The Breeze in Nelson and Newstalk ZB and Sound in Blenheim. Print adverts are published in the *Nelson Weekly* and *Blenheim Sun*."

The Facebook page 'Vision for Life NZ' is gathering momentum with more than 1,000 likes and has attracted more than 3,000 views from the Nelson area.

The ACO Certificate in Ocular Therapeutics is a great option for New Zealand optometrists

More and more so being a therapeutically qualified optometrist is becoming a necessity, and the Australian College of Optometry (ACO) provides a great opportunity to achieve this by offering its Certificate in Ocular Therapeutics completely online.

Nelson optometrist, Richard Newson, of Harrington Eyecare commenced the Australian College of Optometry Certificate in Ocular Therapeutics (ACO-COT) last year. He decided to become therapeutically qualified as he felt that it was important for his practice that he keep abreast of the changing scope of optometry, and he wanted to ensure that he had the appropriate skills for the next 20 years of his professional life.

"I have been considering my study options for some time so I jumped at the chance to undertake the certificate through the ACO's online course," said Richard. "The structure and method of the ACO-COT course held the most appeal as it minimised my time out of the practice and also



Richard Newson

away from home."

The fully online course offers candidates the opportunity to undertake the qualification whilst continuing to work. Having supported colleagues through other study formats, Richard commented that the ACO-COT makes things much easier.

The course offers webinars, online forums and clinical placements with ophthalmologists. "The webinars and online forums were very worthwhile and valuable. It also didn't make any difference that I was studying from New Zealand as there was very little

Australian-centric content," said Richard.

"The clinical placements has allowed me to establish good strong collaborative working relationships with my local ophthalmologists which will be greatly beneficial for the future.

"This qualification will ensure we can continue to provide excellent care, expertise and knowledge for our clients. I think overall this is a benefit to the patients, the business and also myself."

For enrolment and further information go to www.aco.org.au/professional-development/ocular-therapeutics-course.

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