

Dazzling display of eye fashion!

BY RAHILA BASHIR



Photographs by and courtesy of Rahila Bashir.

The catwalk began with the loud blast of music as the models danced out in the most sophisticated style between 24–26 February 2024 at the iconic London Excel. Over three days, the 100% Optical catwalk sponsored by OCULO, was a mesmerising delight to watch. Featuring the hottest designs taking the centre stage, the daily runway shows elevated eyewear to a level of both sophistication and style. Models strutted down the runway with iconic dance breaks, as each set showcased different ways to wear both spectacles and sunglasses on any occasion. The most exciting frames in eyewear with new colours and designs were provided by featuring exhibitors and their brands. A spectacular new edition to the three daily catwalk shows was CAROLINA HERRERA. Presenting their spring–summer 2024 eyewear collection, both their optical frames and sunglasses reflected the essence of their brand. Embodied in a feminine, joyful beauty, their collection was divided into four lines: House of Herrera, The Bow, Diva, and Essential.

Eyeglass trends have grown over the years with more frames on the market than ever before, offering something for everyone gravitating towards bright colours and patterns! It was never easy to find a pair to suit the shape, face, choice,

and budget of an individual which also helped express one's style. However, now it's become a new fusion from industry eyewear experts to offer a range of optical frames as a service, to find a pair that will boost your style as well as your sight. Vintage-inspired styles make the perfect partner to a midi dress or just a simple optical addition can add interest to a casual look in a t-shirt paired with jeans! Last year we saw angular and sharp cat eye shapes as the most popular purchased optical styles. Looking for frames to suit one's mood and wardrobe has fabulously grown into a fast and fun fashion trend since the first aviator sunglasses of the 70s.

How has optometry practice related to fashionable eyewear?

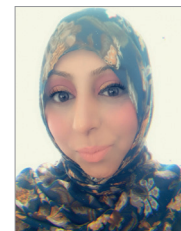
Fashion and eyewear share a symbiotic relationship where style meets health. The profession of optometry practice in service delivery of eye health initiatives has focused on regulative frameworks which goes beyond the correction of just refractive errors and prescribing spectacles and contact lenses. Jointly they detect and observe various eye diseases and have developed in providing recommendation on visual sense, giving people opportunities to wear lenses which meet their visual needs with some style! Nowadays, customers ask for branded frames as part of a decoration

in visual presentation. With advancements in design and technology, eyewear has become more than just a necessity for vision correction; it's a statement piece.

The incorporation of ergonomic designs and lightweight materials ensures comfort and convenience, further incentivising regular usage. Moreover, the alignment of eyewear trends with health-conscious lifestyles underscores the significance of protecting one's vision amidst the modern digital age. Ultimately, the fusion of fashion and eyewear not only enhances personal style but also prioritises eye health, creating a harmonious balance between aesthetics and wellbeing.

100% Optical, the UK's largest optical exhibition, continues to evolve and expand with world-class optical fashion and is set to return with dazzling new wear at the Excel in March 2025!

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