

# EYEWEAR STYLING CONSULTATION *guide*

What To Expect In a Styling Consultation with



Hi, I'm Adele Camarena

When I was in Grade 8, I remember struggling during an accounting test because I couldn't see the writing on the overhead projector clearly enough. It was a frustrating moment, but it led me to visit an optometrist. Getting my first pair of spectacles was a game-changer.

Suddenly, I could see so much more detail around me, even the tiniest leaves on a tree. That experience ignited my passion for optometry.



After graduating from the Witwatersrand Technicon in 1991, I decided to specialise in children's vision and eye exercises in Pretoria. In 1993, I joined the Spectacle Warehouse Group as a director before co-founding my practice, Spectacle World, also known as Camarena Porter Optometrist.

Throughout my career, I've dedicated myself to continuous improvement. I've taken courses on eye exercises to enhance visual skills in educational and sports settings. Furthermore, we collaborated with Stef Kriel of GIO to introduce digital retinal photography in our routine eye tests, and screening for eye pathology. We've also expanded into providing prescription safety spectacles for factory workers and prescription sunglasses for sports enthusiasts, ensuring both eye protection and clear vision.

One of our recent milestones was becoming the first company in South Africa to earn certification in The Art of Eyewear Styling with Eva Davé, presented by the Eyewear Styling Academy. We underwent this training during lockdown, enabling us to establish a styling consultation process that helps our patients select eyewear that enhances their facial features, boosts their confidence, and ensures clear vision. Eyewear styling involves a thorough analysis of colour psychology, facial features, style personality, and optical measurements.

Recognising the limited frame choices available in South Africa, we've made it our mission to source a diverse range of frame designs and colours. Our vision is to create an experience that's not only enjoyable but also ensures excellent and clear vision.

Working alongside my dedicated team, I've come to understand the significant impact eyewear can have as a visible accessory. The right colour frame and fit can truly create a transformative "WOW" moment, improving not just vision but also self-esteem.

I've always been inspired by the idea of following my heart, as expressed in the lyrics of an Andy Williams song: "To dream the impossible dream, to fight the unbeatable foe, to bear with unbearable sorrow, to run where the brave dare not go."

Even after 30 years in practice, I still hold onto that sentiment dearly. I'm proud of Spectacle World's achievements, attributing our success to our commitment to continuous training in the latest optical innovations and our unwavering dedication to exceptional client care.

Since we opened our doors in 1993, Spectacle World has been a comprehensive eye healthcare facility dedicated to serving our community. Our thorough eye health examinations include various assessments, such as visual examination, fundus photography, intraocular pressure tests, colour depth perception, eye muscle balance, and screening for ocular diseases. Our qualified optical dispensers stay updated on the latest lens technology and enhancements, ensuring that the custom-made measurements meet the unique optical needs of each client.

We hope to see you soon!

A handwritten signature in red ink that reads "Adelle". The signature is written in a cursive, flowing style.

## What happens in an **Eyewear Styling Consultation**?

We offer a 45 minute Frame Styling Consultation in our exclusive frame styling room. Our team of optometrists, optical dispensers, and eyewear consultants are certified Eyewear Stylists, trained by the prestigious Eyewear Styling Academy in London.

**Clients of all ages, gender and style preference will find their **perfect eyewear** at our practice.**

We'll guide you through an engaging journey of discovery to uncover the ideal colours, and frames tailored just for you—all while enjoying a comforting cup of tea or coffee, even bubbly!

## Why is **Eyewear Styling** important?

Your choice of spectacles speaks volumes about your personality—it's often the first thing people notice about you! The perfect pair should not only provide clear and comfortable vision but also fit securely.



They become the focal point of your face, reflecting your unique style personality, enhancing your facial features, boosting your confidence, and making you feel truly empowered.



## What is your **Style Personality**?

Your style personality is like a fingerprint, unique to you and influencing every aspect of your life. Whether it's your choice of vehicle, your profession, or your preferred holiday destination, your style speaks volumes.

Understanding your style personality is essential because it ensures that your eyewear truly reflects the best version of yourself. It's more than just an accessory—it's a reflection of your individuality and a way to make a statement.

**Our objective is simple:** we're here to assist you in selecting frames that perfectly align with your style personality, whether you're in the boardroom or on the playing field.

## Let's talk about Colour Type

Utilising the well-known Colour Me Beautiful system, we analyse your skin undertone, eye, and hair colour to identify your dominant colour type. The recommended colours provide a roadmap for choosing frames that elevate your entire look, leaving you feeling vibrant and self-assured.

## More about your Facial Features

Facial Features Analysis is a vital component of our consultation process. We examine your face length, cheekbones, jawline, and brow shape to pinpoint the perfect frame size, depth, width, and shape will complement your unique features.



**UTILISING  
THE WELL-  
KNOWN  
COLOUR ME  
BEAUTIFUL  
SYSTEM**



## Why is **Scale** important?

Scale refers to the ratio of one object in comparison to another, such as the relationship between the size of your face and the dimensions of the frame. The crucial concept to consider here is balance, ensuring that there is a harmonious proportion between your face and the frame.

- **Large:** Characterised by a substantial bone structure, full lips, and a prominent nose. Finding frames wide enough can often be a challenge.
- **Petite/Small:** Features a diminutive bone structure with a small mouth and nose, often necessitating the selection of frames from the children's range.
- **Average:** Fortuitously balanced in all aspects.



# What do we mean by **Depth**?

Depth plays a crucial role as well, where equilibrium between the length of your face and the depth of the frame is key.

**Long face:** Indicated by a notably elongated length compared to width. Opt for a deeper frame rather than one that is frameless or has thick temple sides.

**Short face:** When the face's length is approximately equal to its width, ensure the frame is not excessively deep; instead, opt for a thinner option like a rectangular frame.

**Average:** Characterised by a face length slightly longer than its width.



**When considering frames, the "smile test" is essential: the frame should remain in place when you smile and not shift. This stability is especially crucial with multifocal lenses designed for specific reading areas.**



## Why is **Frame Width** important?

Examine the widest area of the face below the eye line, focusing on the jaw or cheekbone.

Optimal frame width corresponds to the widest point of the face, aligning with the jaw or cheekbone. If the frame is too narrow, it may press against the sides, protrude forward, and create a fuller appearance.

**Conversely, if the frame is too wide, it can cause the eyes to appear closely set and disrupt balance.**

## Alignment with your **Eyebrows**

Ensure that the frame follows the curvature of your eyebrows, with the top edge either aligning with or sitting just below them. The top edge of the frame should gracefully follow the curve or straight line of the eyebrow for a more flattering appearance.



Avoid frames that rest above the eyebrows, as they can be unflattering.

# How do you match **Frame Shape** and **Personality**?



Choose a frame shape that reflects your individuality while harmonising with the angles and curves of your face. Frames with sharp, angular contours convey a more dramatic look compared to those with softer, rounded curves. Round frames are less commonly paired with round faces; instead, oval or cat-eye frames are often more flattering.



# What is **Eye Placement**?

Eyes serve as a vital point of connection, so it's essential to showcase them effectively. Ideally, the eyes should rest approximately halfway or one-third from the top edge of the frame to prevent obstruction or hiding. The eyes should be at the centre of the frame's lens to ensure optimal visibility and connection with others.



## Consider **Nose Size and Length**

Consider the size and length of the nose, particularly in relation to the bridge of the frame. A higher bridge can create the illusion of a longer nose, while a lower bridge can have the opposite effect.

We recognise that everyone is *unique*. That's why we devote 45 minutes of personalised attention to every client, tailoring our guidance to meet your specific needs and preferences.



At Camarena Porter Optometrist | Spectacle World, we offer a wide, unique selection of authentic, elegant, colourful and trendy frames. As eyewear stylist optometrists, we empower our clients to always see well, look fabulous and feel amazing! It's one of our greatest joys!

## How do I book?

<https://www.eminace.co.za/specworld/index.php>

Or

scan the QR code

