



Set in a haven within the Park Borders, Park Vision is owned by Michelle Beach; the optician that strives to offer the most comprehensive range of eyewear, teamed with the most innovative equipment around to provide an accurate analysis of your eyes' performance. It is only fitting therefore that one of Nottingham's leading opticians has teamed up with Tom Davis; winner of Optical Product of the year 2008, at the prestigious Optician Awards 2008, for the unique Bespoke service...

Michelle and Tom immediately identified Julie's needs and set about tailoring a pair of glasses for her. The number of permutations in frame shape, depth and width allow for all the individual characteristics of the face to be considered and enhanced. The glasses must follow the bone structure of the face, follow the line and shape of the brow line, fit comfortably and securely over the nose and even considerations around eyelash length are essential when creating the ultimate 'fit' of these glasses. Whilst there is a collection of glasses to choose from and try on, a bespoke pair allows you to take inspiration from all of the collection, choosing a particular feature of one frame and combine with that from another. This may sound a little overwhelming; fear not, educated advice from Michelle is given on which shapes or details of the frame enhance your features; it is simple to see those which will work for you. Even down to the colour; you no longer have to be dictated to when it comes to choosing the colour combination for your frames. Julie knows she been there all too often; great fit, silly colours and vice versa. Again the bespoke service has an abundance of colour permutations from conservative to full fashion. Finally and most importantly personalised facial measurements are taken to ensure a unique fit to your face.

For those a little camera shy, get ready, once you have identified all of your requirements for your new glasses, Michelle will take a couple of headshots. This is loaded onto the system and within 24 hours, you will receive your portfolio e-mail, illustrating three options of frames. Furthermore, you have the ability to forward these images on to five friends and gage their opinion and vote on which option they prefer for you. Essentially this service is about exceeding your needs, even when it comes to your friends' opinions on which option suits you best.

This unique level of service really embraces all the values behind an eye specialist and brings a whole new meaning to the phrase, 'fits like a glove'!



Tom was born in Derbyshire and after successfully completing his degree in Set Design, decided to leave for Hong Kong. After working as a chief designer of watches, Tom clearly identified his acute design ability and in 1997 set up his business designing glasses. He now employs over 15 designers who work throughout the year sketching silhouettes of glasses on faces.

His client list is somewhat exclusive, Socialites, Celebrities and even Royalty. However Tom is eager for this level of design to be available to everyone, and we therefore welcome the introduction of his Tom Davis Bespoke here in Nottingham exclusively at Park Vision.

We were invited to Park Vision during Tom's visit, where he finalised the training and introduction of his bespoke service with Michelle. The underlying aim of this bespoke service is for clients to look better wearing shades than not. A brave statement we felt especially for Julie, who, after wearing glasses for years, has failed to find the perfect pair. Michelle was confident that the Tom Davis Bespoke at Park Vision provides all the solutions.



Pictured here; fhp's fashion writer Alex Holt during his bespoke fitting with Tom Davies