

Brighton boutique leads eyewear trends as it becomes sole UK retailer for exclusive ranges

Frames in the Lanes, a new boutique opticians situated in the heart of the Lanes, Brighton, have put the city well and truly on the map, with their imaginative range of designer eyewear launched last week at their official opening on October 2nd.

Oct. 14, 2008 - [PRLog](#) -- Whether you are a retro glamour puss or modern man there is something for everyone at Frames in the Lanes. Personally sourced by owners Freya Huntley and Bernadette Fitzsimons, some of their ranges are not available anywhere else in the UK. Dead Men Spex offering an eclectic selection of carefully reconditioned vintage and retro frames and Jimmy Crystal with its high end style and designs favoured by celebs such as Elton John and Jerry Springer, cannot be found anywhere else in the country.

Frames in the Lanes also offer a wide variety of designer styles that cannot be found outside of London, including: Linkskin, the world's first eco-friendly glasses with shatterproof lenses and flexible frames launched only in May 2008, Jono Hennessy, the new, cool Australian designer and Chrome Hearts worn by the likes of Jay-Z, Ashlee Simpson, Lenny Kravitz, Cher, Eddie Murphy, Mischa Barton and Karl Lagerfeld. Chrome Hearts, whose only other UK outlet is Selfridges, feature sterling silver fleur-de-lys, dagger and floral cross designs and some are jewel encrusted with diamonds.

Foreseeing one of the big trends for eyewear in 2009, Frames in the Lanes are also the only retailer outside of the capital to feature Italian line Epos. These glasses focus on subtle individuality and creativity inline with the latest 'must-have' styles and it according to Freya it seems their purchasing patterns are demonstrating they've got their predictions right:

"We're seeing a resurgence in very round frames, like old school Truman Capote styles and have already sold several pairs like this from the Epos range. We invest a lot of time and effort into sourcing unique and innovative frames and this is definitely paying off."

Other featured ranges are avant garde styles from Alexander McQueen, colourful eyewear from Dutz in the Netherlands, understated elegance from Derek Lam and something for the fashionista's from Robert La Roche. To ensure there is something for everyone they also offer Armani, Gucci and Versace as well as sunglasses from Rayban and the number one sunglasses range from the US, Maui Jim.

Entering the shop itself is like stepping into an optical wonderland with its beautifully finished bespoke interior, chandeliers, mirrors and chic décor. A haven away from formulaic high street opticians, Frames in the Lanes is all about diversity, high quality and customer service.

Following the success of their launch party, which showcased diamond encrusted Chrome Hearts frames worth over £3,000, Frames in the Lanes are already planning their next events in the run up to Christmas. For more information pop into the shop, call +44 (0) 1273 747769 or email info@framesinthelanes.com. Check out their website to see more images of their fabulous frames and to sign up for special offers and events.

ENDS

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About Frames in the Lanes

Frames in the Lanes is an independent boutique opticians owned by Freya Huntley and Bernadette Fitzsimons. The shop was opened at the end of August 2008 and had it's official launch on October 2nd. Specialising in unique designs and high quality customer service, the shop offers several ranges that are exclusive to them in the UK and many which are exclusive to them in Brighton. Please see further details and links below. Sight tests and repairs are also available on site.

Frames in the Lanes, 12c Meeting House Lane, South lanes, Brighton, BN1 1HB.
01273 747769 <http://www.framesinthelanes.com>

Exclusive to Frames in the Lanes in the UK

Jimmy Crystal

Renowned for a combination of stylish design and excellent quality, fans of the Jimmy Crystal brand include Elton John and Jerry Springer
<http://www.jimmycrystal.com/>

Dead Men Spex

Offer an eclectic selection of vintage and retro spectacles - become anything from the Class Nerd to a 1950's Glamour Puss
<http://www.deadmenspex.com/>

Exclusive to Frames in the Lanes outside of London

Linkskin

The world's first Eco-Friendly frame with shatterproof lenses and flexible frames
Launched May 2008
<http://www.linkskin.com/main.html>

Jono Hennessy

Hailed as 'an excellent example of Australian design that combines high-quality materials and precision production with personal innovation.'
<http://www.jonohennessy.com/>

Chrome Hearts (one other UK outlet – Selfridges, London)

Founded by motorcycle enthusiast Richard Stark and specialising in high-end jewellery, eyewear leather clothing and furniture with gothic motifs. Reknowned for luxury items which feature fleur-de-lys, dagger and floral cross designs. Favoured by celebrities and fashionistas across the globe including: Jay-Z, Ashlee Simpson, Lenny Kravitz, Cher, Eddie Murphy, Mischa Barton and Karl Lagerfeld
<http://www.chromehearts.com/>

Epos

Exclusive Italian eyewear

Exclusive to Frames in the Lanes in Brighton

Alexander McQueen

Award winning British designer known for his avant garde creations

<http://www.alexandermcqueen.com/>

Derek Lam

Award winning designer from the US known for his understated elegance.

<http://www.dereklam.com/>

Modo

Conceived as 'eyewear for the individual'. A discreet American brand offering definitive design and craftsmanship

<http://www.modo.com/>

Dutz

Made and designed in the Netherlands, funky, directional, colourful with great attention to two-tone coloration and finish.

<http://www.dutzeyewear.com/pages/public/page.php>

Robert La Roche

This brand aims to emphasize the individual personality of their wearers and are now a striking fashion accessory, worn by Hollywood stars and famous musicians.

<http://www.robert-laroche.com/>

Municeyewear

Designed by Marcu Reiss in Munich, Germany, their glasses focus on individuality, creativity and stylishness inline with the latest 'must-have' trends.

<http://www.municeyewear.com/>

Other available ranges

Armani

Gucci

Versace

Persol

Rayban

Booch and Bruce

Diesel

Maui Jim sunglasses (the number one range for sunglasses in the US)

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