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A person's spectacles reflect their character

Choosing spectacles comes down to more than formal criteria – it's also a matter of type

They're not only a vision aid, but also a stylish accessory. Spectacles allow you to express your personality and emphasize your style. But what does a pair of spectacles say about someone's type? We wanted to explore this question in more depth since this is an important assessment for both opticians and consumers when it comes to finding the perfect spectacles.

The shape of the face plays a major role in [selecting the right spectacle frames](#), but there are also other factors to consider. An experienced optician will recognise quickly what type of spectacle frames are right for their patient's type and face shape. This is because opticians know the two basic types: first, the type of person who wants "non-spectacles" – spectacle frames that blend as harmoniously as possible into the face and are largely inconspicuous. The second type of spectacle wearer is more motivated by fashion and accordingly sees their spectacles as a fashion accessory. Are these really the only two "categories"? We looked into the matter in detail and found some exciting results. There are basically, three distinct groups of spectacle wearers.

Fashionable spectacle types

The Style Star

Fashion is fun – it lets you express your style. People in this target group often have more than one pair of spectacles. For this type, it can never be extravagant or trendy enough. Always the latest model, and preferably colour-tinted spectacle lenses: anything matches, as long as you like it and it goes with the mood and/or the outfit. Creative, extroverted types see their spectacles as an ornament and a complement to their personal look. All opticians have to do is to put the most original model on the table – these style-confident embodiments of the Zeitgeist will make the choice on their own. After all, they're experts when it comes to fashion.

The Label Lover

This type values brands and their designs, which is how they choose their clothing, too. This spectacles type's approach to selection is primarily influenced by labels. Only spectacle frames from the most prominent designers in the world will ever grace their noses. Of course, the spectacles also have to be in tune with the rest of their style – the outfit should be seamless. Fans of designer spectacles also rely on good spectacle lenses. Ultimately, they know that quality has its price, but also its justification.

The Expert Imposter

Spectacle frames as a fashionable accessory for people who don't need vision correction. Spectacles without any corrective function are now being sold in fashion stores – as an ornament for the face. Nerd spectacles, XXL 70s style spectacles, and John Lennon memorial spectacles are all statements by hip fashion freaks that don't actually need a vision aid but still want the accessory as part of their look. Expertise is required when choosing spectacle lenses; however, large frames only really look good with thin plastic lenses. This also makes them much more comfortable to wear. Opticians are also good advisors when it comes to lens colour.



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Practical Spectacles Types

The Solution-Orientated Type

This type has to get used to wearing spectacles first. The eye examination reveals that they need a vision aid – and nothing else is expected from the spectacles. The person affected just wants one thing: to be able to see again. The optician is then asked what spectacle frames and lenses are right for the specific type and vision problem. For first-time spectacle wearers, it can be helpful when the spectacle frames and lenses are as light as possible and easy to clean – this helps the person get used to them.

The Reserved Type

I need spectacles to see – but not everyone has to see them. This seems to be this spectacles type's motto. They want their vision aid to be as borderless as possible, so they are hardly noticeable. Strong examples of this type tolerate no less than rimless spectacles. Highly refractive spectacle lenses can be used to conceal the strength of the prescription since this type of lens is thinner than standard lenses of the same strength. So even with severe ametropia, your spectacles won't look like the proverbial "bottle ends" from the side. Subtler examples of this type usually remain true to their spectacles for years – until they replace them at some point with new ones that seem strikingly similar to the old ones.

The Connoisseur

Only the best for my eyes. This is at the forefront of this type's mind when they visit the optician – they understand how important optimal correction is for visual acuity. They are familiar with terms like bifocals, progressive lenses and anti-reflective coatings. When choosing spectacle lenses, consumers led by quality pay less attention to the price and focus more on how the new pair of spectacles would perform given their special needs. The frames should also meet their quality standards and can be timeless as well as functional.

Active Spectacles Types

The Collector

This type treats spectacles as precious objects to be shown off proudly. They collect them passionately and would change models every day if they could. These spectacles hunters aren't that concerned with making sure the spectacles go visually with every look and in every occasion.

They focus more on their personal look rather than the latest fashion trend. This type doesn't toss their spectacles after one season, they are truly enamoured with them. From horn-rimmed to metal and multi-coloured frames, every style is represented. Since it's very likely that they already have a "basic collection" of classic models, their opticians can feel free to always show them what's new in the collections. This type is also interested in tints that match the spectacle frames or even in curved lenses, such as ZEISS Single Vision Sport.

The All-Round Type

Something for everything: this type always likes to be prepared for every situation. So they need spectacles they can always rely on. As far as spectacle frames are concerned, this means: attractive, but not flashy; light, but strong; and of course, perfect fit. Fashionable trifles are generally not what's wanted. The spectacle lenses must be able to do everything. This means these wearers like to hear about multi-strength spectacles and self-tinting lenses, since with them, don't have to change spectacles – whether they're looking in the distance or up close, and whether the sun is shining or not. Sporty types additionally equip their spectacles with strong sport temples. Conclusion? The vision aid adapts to this type's active life.

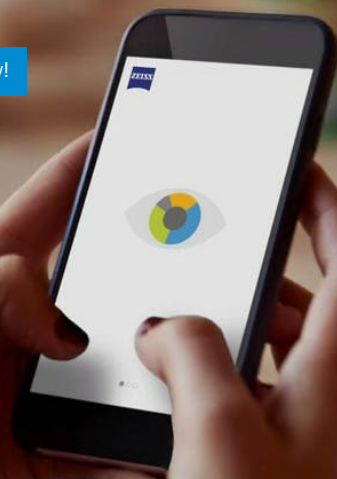
The Everyday Hero

These people radiate liveliness and action. They're always moving and spend a lot of time looking for their spectacles. Right, we mean that in the plural, since this type needs one model for reading and another one for distances. But two pairs of spectacles aren't enough, these loveable whirlwinds need to have a solution in the kitchen for cooking; in the bathroom for doing their makeup; in the living room for watching TV; and in bed for reading. People also like to see sharply at the office and in their cars. Either they have spectacles made for every little place, or they get a chain to secure the two necessary models around their neck – so they can't lose them. For hectic people, "unbreakable" spectacle frames and lenses are a must, since their spectacles can easily find their way under a stack of folders, get knocked off the table, or fall in the car from time to time.

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