

Fashion and Eyewear

How to Pick the Perfect Glasses For You

Glasses aren't just about making your vision clear; they are trendy, fun and make a statement about personality and fashion style. In fact, 22 percent of people feel that wearing out-of-date glasses can ruin a person's appearance the most, and almost half of the population says they would wear glasses as a fashion accessory, even if they didn't need them.¹

"With value and quality of fashionable eyewear available at almost any price point, people see eyewear as a fun and affordable fashion accessory. People are choosing multiple frames for different needs – it's no longer about one pair for every occasion," according to Rene Soltis, a member of the Weekly Fashion Podcast for the Vision Council of America (VCA).² In fact, fashion magazines and celebrities are now even using eyewear as an accessory for the latest trends and styles.

With so many styles of frames to choose from, it is important to pick the right glasses for you. When choosing frames, like a new pair of shoes or handbag, find a style that flatters your face shape the most. Whether you consider yourself conservative, conscious and curious, or cutting edge when it comes to fashion, there is a frame for you that can make you look your best.

PROPER FIT

- **Eyebrow line:** The top of your frame should follow your eyebrow as closely as possible
- **Pupil alignment:** Your pupils should be centered in the frame
- **Frame position:** Your frames should not move or pinch and should fit comfortably



ENHANCING THE SHAPE OF YOUR FACE

- Oval face: Nearly all frame styles look best on a face with a rounded forehead and chin of equal size. Geometric or rounded frames are especially attractive.
- Round face: Full cheeks with a rounded chin and forehead look best with geometric frames. They sharpen facial features and create definition.
- Square face: Rounded, cat-eye, or oval frames soften the angular features of a wider forehead, cheeks and chin.
- Rectangular face: Curved and rounded frames will emphasize width on a long or narrow face with a square chin.
- Triangular face: Aviator or geometric frames add width to the chin of a triangular face with wide forehead narrowing to a small chin.
- Diamond face: Small forehead with wide temple area that narrows to the chin looks best with a round or geometric frame to minimize the width of the temple.

LENSES THAT FIT YOUR LIFESTYLE

The type of lenses for your glasses will be largely determined by your prescription, but it's important to choose lenses that fit your lifestyle as well. Anti-reflective coating, tinted lenses, polycarbonate lens material (makes lenses stronger and lighter), scratch-resistant coating and ultraviolet coating are options to customize your lenses to your needs.