

Course Outline

Eyewear Catwalk Unleashed: The Fashion Forecast You'll Love

Instructors:

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Audience: Opticians

Duration: 60-min

Course Description

Step onto the style runway and discover the newest directions in eyewear fashion!

This engaging course showcases emerging trends in frame shapes, sizes, and color palettes, emphasizing the essentials of proper frame fit and effective merchandising.

Participants will learn practical strategies for transforming fashion-forward designs into retail success and enhancing optical offerings with confidence and style in a fashion show setting!

Learning Objectives

Upon completion of this course, the attendee/ student should be able to:

1. Identify current and upcoming eyewear trends in frame shapes, sizes, and colors.
2. Explain anatomical and aesthetic principles for achieving optimal frame fit.
3. Apply merchandising techniques to promote trend-driven eyewear selections.
4. Integrate fashion insights to increase patient engagement and satisfaction.

Timed Course Outline (60 Minutes)

I. Trend Forecast: Shapes, Sizes & Color Stories (15 minutes)

- Analyze contemporary and emerging frame shapes
 - Geometric
 - Oversized
 - cat-eye
 - etc.
- Discuss the impact on eyewear preferences of:
 - Fashion
 - pop culture
 - social media
- Review trending frame design
 - color combinations
 - material finishes
- Evaluate the influence of:
 - seasonal palettes
 - global style movements

II. Frame Fit Fundamentals: Style Meets Comfort (20 minutes)

- Review anatomical considerations for proper frame fit including
 - bridge
 - temples
 - lens size
- Match frame styles
 - individual face shapes
 - personal aesthetics
- Assess the impact of fit on
 - lens performance
 - patient satisfaction
- Balance innovative designs
 - with functional comfort
 - for everyday wear

III. Merchandising Magic: Turning Trends into Sales (20 minutes)

- Implement visual merchandising strategies to showcase trend-forward frames.
- Curate collections based on:
 - color story
 - lifestyle
 - facial features
- Utilize storytelling and signage to connect
 - fashion trends

- Patient needs
- Leverage social media and in-store displays
 - to boost engagement
 - to boost sales

IV. Wrap-Up & Q&A (5 minutes)

- Summarize key takeaways
 - eyewear trends
 - fit
 - merchandising
- Facilitate open discussion
 - integrating course insights into professional practice
- Share resources for staying updated on eyewear fashion and trends.