

A trusted name in the frame business - Oliver Goldsmith

**OG goes bold
be seen- be known - be happy**



Oliver Goldsmith with some of his new collection.

The Goldsmith name has been associated with optical frames for nearly 80 years. The optical business is now run by Oliver Goldsmith, a third generation member of the family.

Based in London, Oliver designs his collections and oversees the marketing and sales of his frames around the globe. His NZ distributor, Chris Day of Chris Day Optical has been associated with Oliver Goldsmith Eyewear for the past 15 years.

Oliver's latest frame collection features a bold distinctive OG logo, something his loyal followers have been asking for.

"Everybody is into brands these days so after listening to what people wanted, I decided to add my logo to the frames. The feedback has been very good and so I have decided the logo will feature in future collections," he said.

The logo features on both men's and women's collections, with it being more subtle on men's frames. His new collection is a mix of acetates and stainless fronts and plastic temples. The black & white frames stand out as do the frames with two tone strong colours. Oliver's great great grandfather, Philip Oliver Goldsmith became well known for making genuine tortoiseshell frames by hand which sold for four guineas a pair, a lot of money at the time. So in every collection Oliver keeps this tradition alive by including tortoiseshell plastic frames but of course in the latest design.

"My favourite in the current collection is a dark brown/caramel two tone frame which just lifts it out of the ordinary and makes it different. Another is a burnt orange/black metal frame. I am a firm believer if you have to wear glasses, make a statement and look good," he said.

A new trend which he said people are picking up on in the optical frame business is that 'grey' is the new black.

An interesting new venture for Oliver Goldsmith is the relaunch this year of a 60's and 70's optical collection into Japan. He also plans to visit New Zealand again later this year.

When asked what aspect has been responsible for the success of the Oliver Goldsmith brand in the optical business over these eight decades, Oliver said it has to be "Q E C.....Quality, Elegance and Comfort."