

Frame Styling and Selection Techniques

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Course Description: There are some tips and tricks to finding the most aesthetically appealing frame options for your customers. This course will explore ways to determine best frame options based on facial shape and ways to create balance for various facial characteristics.

Course Objectives: Upon completion of this course attends should be able to:

- 1) Recognize a variety of face shapes
- 2) Determine frame shapes to compliment various face shapes
- 3) Recognize ways to compliment or offset various facial features
- 4) Understand the importance of showing a variety of frames

Timed Outline

Introduction – 5 minutes

The benefits of understanding frame styling techniques

Selection – 10 minutes

You should be able to pull frames for the patient instead of letting them pull their own

Can you pull a variety of frames for lifestyle?

Importance of a good inventory mix

What do you do to make it a unique and personal experience?

Face Shapes – 15 minutes

Tips for determining face shapes

Oval – characteristics, do's and don'ts

Round - characteristics, do's and don'ts

Oblong - characteristics, do's and don'ts

Square - characteristics, do's and don'ts

Diamond - characteristics, do's and don'ts

Triangle - characteristics, do's and don'ts

Heart - characteristics, do's and don'ts

Examples of good and poor frame choices

Styling for specific facial features – 10 minutes

Long nose

Close set eyes

Wide set eyes

Thick prescriptions

High forehead

Examples of good and poor frame choices

What if – 5 minutes

What if the frame the patient selected looks terrible?

What if the frame doesn't work with the prescription?

What if the patient is stuck in a rut with their frame style?

Special fits – 5 minutes

Extended sizes, petite sizes, global fit

Conclusion - 5 minutes

Being able to pull appropriate frames can reduce the amount of time it takes to select eyewear and will give the optician preferred dispenser status for future purchases