

## LINDLEY'S LEADING LADY

A couple of months back I wrote about Nick Cossins, our manager for Halifax and also Nick Barker one of our eyewear consultants on the team at Halifax. They were good enough to let me share some interesting facts about them and their lives in and out of Bottomley Opticians. Well... if we'd had anyone else called Nick on the team I would have most likely written about them. I feel two Nicks are quite enough and in any case I wanted to tell you more about Nick C's counterpart in Lindley. I think I first met Nareece about 2 weeks after Nick Cossins and it was a similar experience in the interview. It was clear to me quite soon on that she was on the same page when it came to quality eyewear and customer service. I had conducted many interviews and been disappointed by the lack of spark and understanding in this area so it was another of those big "light up moments" and I felt very fortunate to have struck lucky twice in a month.



Nareece has worked in the industry for quite a while and it really shows in her depth of knowledge and experience in solving problems and looking after people. While she is a great manager for us at Lindley making things happen and doing a lot of essential behind the scenes work YOU can see her shine most in an Eyewear styling consultation. Apart from making the best cup of tea, you will experience patience on another level. Nothing is too much trouble and you will be taken through every relevant option available to you. Nareece is passionate about helping you find your favourite new glasses so take advantage of the free parking we still enjoy in Lindley and book in to see her.

I caught up with her and asked her about working for Bottomleys and other things that make her who she is.

It doesn't seem that long since you started working with us but we have made some big steps forward in that time. What has been the biggest change for you first of all when you started here and then during that time?

Prior to Bottomleys I had worked in the high street style of opticians, where I never had the opportunity to choose the frames we sold, or run the practices to suit the clients' needs and practice locations. Optical friends who had moved to an Independent told me how much better they were, and now I know for myself how true that is! What first struck me was the freedom to be able to offer different lens and frame products to our customers to suit THEIR needs, and how we can be involved in various aspects of the business, as we are our own head office! The biggest change during my time here was making the decision to visit Milan, Munich and Paris to purchase more creative, different-from-the-norm frame ranges. It's amazingly hard work but well worth it when those collections arrive and we start to see our choices on our clients' faces.

What is it you enjoy most about your job?

It's lovely to have such a personal relationship with my clients. Lindley has such a local feel - it's a bit like the bar "Cheers" - where everybody knows your name, and to know our clients trust us (and even enjoy coming in to see us) makes our days that little bit more special. Every day is exciting and different.

It is also always a thrill to see the reactions our clients have when they collect their new specs! Quite often they are stunned at how good their chosen eyewear looks on them, and how clear their vision is. It's great to know that the frame they wear is something we've personally selected together because it suits them and meets their desires.

Whether we've helped a client choose gorgeous new eyewear or referred them for treatment, knowing we've advised them, given them greater comfort, confidence and enhanced their vision is an amazing reward in this job.



I know you really love being involved with eyewear at a high level.. what are your favourite choices of frames at the moment?

It's no secret I'm a huge Lindberg fan - I've recently acquired a new pair for myself and it's really like wearing air! They are so amazingly comfortable, stylish, and made from the best materials so they're a joy to wear. I love how customisable they are too - creating a frame for a client is great fun, and because of the different shapes, colour and size options Lindberg offer they compliment all faces, skin tones and fit like a glove.

Not to be out-done, the David Green collection are also stunning. They are inspired by the beauty and nature around Cape Town, incorporating mother of pearl, delicate leaves or water reeds into their hand-made frames.

Whenever I wear my Theo frame I get a lot of comments from clients... perhaps it's got something to do with the neon pink colour of it, or the bold cats-eyeshape?! I do enjoy surprising our clients with "which pair shall I wear today?!"

Quite a few of us have enjoyed your activities outside of work on a number of occasions... would you tell us more about that...?

As I child I was always drawn to anything musical, so aged 8 I was very happy to start having cello lessons. Some (ahem...) 30+ years later I'm still playing (and learning!). I can sometimes be found in the musical pit playing for productions and the numerous local G&S societies, and frequently on the Huddersfield Town Hall stage as I'm proud to be principal cellist with the Slaithwaite Philharmonic Orchestra. We've performed many fantastic pieces and had very memorable times touring China and Normandy. I hope my Bottomley friends enjoyed themselves when they came to a recent performance of Verdi's Requiem, and maybe they'll come again when we perform West Side Story in 2021 (shameless plug for the SPO... <http://spo.org.uk/caregory/concerts/> sorry, not sorry). When I'm not in a concert hall I usually migrate to the sea - hence the picture on the beach. I love walking along a prom, with the sound of the waves as accompaniment. You'll notice even that has musical connections! **LiFe**



## NOT ME ???!!???

Maybe you're familiar with the story of Robert Johnson who allegedly did a deal with the devil in the 1930's and became an incredible blues musician almost overnight - albeit with a lot of hardwork and practice.

He influenced Clapton, the Stones, Robert Plant and loads of other people you'll definitely be aware of. Anyway... I haven't done a deal with the devil and I'm not asking to be a rockstar but I thought that if I gave a large percentage of mental, physical and emotional energy to running an opticians then I might be spared the inconvenience of needing extra help with near vision as I got older. I'm finding that it doesn't work like that.

Unfortunately, Robert Johnson only lived 'till he was 27 so never had that complication. I'm grateful to have the problem and I'm in the best place for the solution (even if I have been in denial for a year).

If you're finding that it's easier to read your text messages by lifting your specs up and looking under them or you're holding your phone as faraway as possible to read it then you know exactly what I'm talking about.

When you can comfortably admit to yourself that you need help with near vision, nobody needs to know about the solution. The triumph to remember here is that unlike Robert Johnson we've lived long enough to have the problem! Modern varifocal lenses don't look any different to single vision ones, but offer all the visual comforts you may be missing, so you'll be able to enjoy "younger" vision and your friends and family won't suspect a thing. I was worried that I might not get the hang of it but it's really dead easy.



I took the opportunity to update my eyewear wardrobe with a Theo and a couple of Lindbergs... It softened the "you need varifocals" blow somewhat.

What we read is usually below eye level so our eyes naturally look through the lower part of the lens which has the extra power we need for reading.

Wearing varifocals isn't as bad as I thought. I'm ok with being older than I was but I'd appreciate it if you can keep it to yourself... I still have that part-time rock star job... you never know. **LiFe**

## 365 DAYS LATER...

Can you believe it? Bottomleys Eyewear Boutique is already over 1 year old!

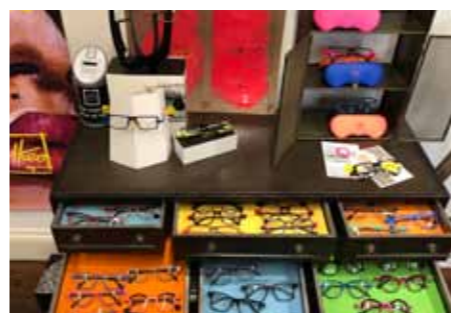
It was Easter when we unofficially opened and we had very limited stock. It wasn't until May/June when the large collections rolled in that the place really came alive.

We had a few ideas of how we thought it would be and we were surprised at how wrong we were. What we found was that most of you are more adventurous than we imagined you would be and that has been great because it's the direction we were wanting to go. We were dragging our heels a little bit, wondering if people would get it but the response has been really encouraging.



Since starting the project we have travelled to the big shows in Milan, Paris and Munich to keep on top of what's happening in our market. We've had meetings with many different eyewear manufacturing companies from all over the world and we know what is out there and available to us ensuring exclusivity in everything we offer here.

Out of the 2 million or so footfall they reckon we get in the Piece Hall only a very small percentage dare come in and say hello. I think it's partly to do with eyewear not being an everyday purchase and the fact that we look and feel high-end.



We know we're not the optician for everyone; there are enough places out there for those who want to be the same as everyone else.

The people who do come in are not in that camp and I've enjoyed meeting lots of different folk and had many interesting conversations listening to who they are, how they live their lives and what they're really looking for in a pair of glasses. These people are why we decided to set it up. Another fact that surprised me was how far they have travelled to come and see us in the Piece Hall; from Scotland to London and lots of places inbetween. After a year or so I'm still glad to tell you it was the right thing to do.

Have you been in to see us there yet? If not, pop by for a chat and you can view our special collections too. **LiFe**



## INSPIRING GENERATIONS TO SEE BEYOND... AND GO BEYOND ...

It's the 50th anniversary of the moon landing!



On July 20, 1969, a collective dream became reality, with a footprint symbolising this achievement: on that day, man set foot on the moon for the first time. The limits of what seemed possible were now redefined.

When the ambition was set to send a man to the moon and return safe back to the earth, many people helped to make this dream of mankind come true. Thousands of engineers and technicians throughout all disciplines and countries got involved.

ZEISS became part of this challenge: camera lenses specially designed for space captured the iconic images of this monumental achievement.

You might be impressed by Bottomley's experience at over 70 years in the optics business but Zeiss have over 160 years!! This is one of the reasons we chose to partner with them. Zeiss lead the market and make it a no brainer for us to be closely associated with them. Talk to anyone who wears them... single vision or varifocals and they will tell you about extra clarity and wider fields of vision.

We want everyone to literally see the benefit of wearing Zeiss lenses and to commemorate 50 years of the moon landing Zeiss are helping us give you an offer that is out of this world! **LiFe**



We are offering you the chance to own a pair of Zeiss lenses by giving you £100 towards the cost of varifocal lenses and £50 towards single vision.... and in one small step it doesn't end there! We are including an extra voucher to give your friend. (You can use it yourself if you don't have any friends).



## WELCOME ABOARD

I'd like to officially welcome all our new clients from recent months.

Mary W, Tim P, Kathleen S, Mustafa R, Kathryn W, Andrea B, Rose R, David D, Abigail W, Naheed A, Colin W, David C, Sofia I, Barrie W, Vanessa T, Deborah K, Farrukh N, Michael B, Abdul M, Mohammed J, Kathryn H, Alistair B, Erin S, Linda O, Andy B, Courtney P, Caroline S, Tracey H, Timothy A, Diane P, Alexander G, John S, William P, Dennis T, Shameem S, Brandon W, Martin R, Amy P, Ruth T, Maggie H, Paul H, Pauline L, Michael B, Zoran K, Stuart G, Geoffrey A, Sylvia K, Radek B, Elizabeth R, Brenda P, Ann L, Ognen N, Claire F, Roy D, Dorothy T, Helen L, Nathan B, Siobhan E, Marjan H, Linda C, Chris N, Steven F, Daniel S, John B, Denise Q, Toni M, Wendy W, Alisi K, Paula M, Graham M, Keith D, Amy G, Francis B, Matthew B, Alan K, Sayeed D, William M, Angela F, Gillian G, Jack C, Teresa R, Peter S, Lynda H, Mia B, Carl B

### WELCOME! WE'RE GLAD YOU FOUND US.

Bottomley Opticians LiFe is a monthly conversation about the life and inner workings of Bottomley Opticians... Its great to keep in touch and we really value having a strong relationship with you all. We're quite a small company and the only real way to grow is by offering the best service and products, and by word of mouth our reputation spreads. We are sharing some of the actions that directly contribute to what makes us different as an opticians and an independent business. For new clients, as we grow I don't always get to meet you. This unusual publication is an open dialogue between us so that you can get to know who we are as a company, and painful as it can be, we like to show some of our personality. We're not a faceless corporation. For regular clients, many of you only come in once a year or once every two years. We can go a long time without seeing you and a lot can happen in a year or 2 so we like to keep in touch. We have realised that a lot of you are members of families who live at the same house and we have tried to have all of you named on the envelope. This has proved quite tricky and we have sometimes sent more than one copy to the same house. So... We will send out one newsletter per household and if you're a couple or family it will be addressed to the lady of the house. If you are the lady we ask that you share this with your partner and family. Any offers or vouchers we send can be used by any of your family and friends as many times as you like. Your feedback is invaluable. I'm extremely interested in what you have to say. I enjoy writing LiFe and responding to comments. Please send your thoughts and comments on what we're talking about to [jim@bottomleyopticians.co.uk](mailto:jim@bottomleyopticians.co.uk) Every month I will try to rise to the challenge of writing something about us worth reading. If I've failed in your eyes to do that, you can unsubscribe by just sending an email to [jim@bottomleyopticians.co.uk](mailto:jim@bottomleyopticians.co.uk)