

**A**s an image management consultant, I have found that many people are prepared to invest in high quality suits, quality leather brief cases, designer watches and Italian shoes, but they are surprised that they must include new eyewear. Since 65% of our total communication is visual, our main focus is the face.

Beyond their functional purpose, spectacles can enhance and emphasise or even modify facial features, and provide colour. They can make us look older or younger, more intelligent and interesting - and they can even make us appear sexy. Insecure people sometimes hide behind their eyewear, using them as a discreet 'barrier' or mask.

Photograph of OPSM BASIX supplied by OPSM

# GETTING TIME TO GET IT DONE

## Check the physical specs

- Make sure the frames are wide enough for your face. They should not leave an indent mark on the side of your temples.
- Ensure they are not sitting on your cheeks.
- The frames should finish on or below your eyebrows.
- The temple pieces should not touch your head until they reach your ears. Also, make sure they do not obstruct your peripheral vision.
- Check your face shape. Is your face shape angular or rounder? Think of Arnold Schwarzenegger and Grace Jones, both very angular. Oprah Winfrey and Danny de Vito have rounded features. (It is possible to be somewhere in between.) Frames should reflect the face shape. Although most people can wear the fashionable rounder shapes.

## SCALE & PROPORTION

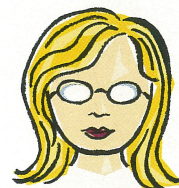
- SMALL is the frame size of the moment - and proportion has been overridden for now. While most people can wear small frames, they should be in proportion with your nose, eyes and hairstyle.
- MEDIUM size frames suit most people - and if in a classic style - usually do not make a strong statement.
- LARGER frames look better on a larger face but can make a person with a small face look "nerdy". The rule is - don't look overwhelmed in your eyewear. If you're still wearing those huge frames from the 80s, try wrapping a long scarf around your neck, and keep waiting for that bi-plane!



**HEART-SHAPED FACES** (wider at the top and narrowing towards the chin) Avoid frames that are wide which will accentuate a weak or sharp chin.



**INVERTED TRIANGULAR FACES** (narrower at the eyeline than at the jaw) Need dominant frames that are the same width as the jaw to balance the proportions of the face.



**ROUND FACES** Best suit softly contoured frames without necessarily repeating the face shape. Angular frames accentuate the differences making a round face appear even rounder.



**OVAL FACES** are generally well balanced and suit most frames.



**SQUARE FACES** are best suited to angular or softly angled frames.

The over-riding point with face shapes is that personality preference for, say, dramatic or creative styles, can (and often does) affect the above guidelines.

\*EVELYN LUNDSTRÖM IS THE MANAGING DIRECTOR OF FIRST IMPRESSIONS IMAGE CONSULTANCY, EVELYN@FIRSTIMPRESSIONS.COM.AU, PH 02 9908 1088