

Famed for his frames

Customised spectacle frames that suit your face and match your personality. British spectacle designer, **Tom Davies** has revolutionised eyewear. TD Tom Davies is the type of brand that's the perfect fit for **Ivan Cammack Optometrists**. *Stuart Rogers explains more.*



Every face is different. 'Off the peg' spectacle frames simply don't consider the symmetry of a face, all its subtle contours, the shape and size of the nose, the position of the ears and so on.

Right from the very beginning of his career, designer Tom Davies identified a need to offer clients a better solution for well fitting spectacles that looked good and felt comfortable. He saw many mass-produced frames in his first years in the business, and realised that standardised shapes and measurements always led to a compromise of some sort.

The solution (like all great ideas) was revolutionary, yet simple.

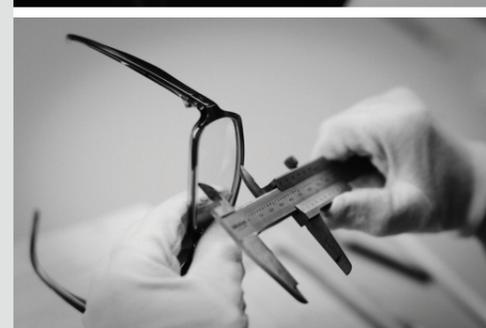
In 2008, Tom established his company – TD Tom Davies. He wanted to design and hand make bespoke frames. Designed to suit a person's face, fit their individual measurements exactly, match their colouring and reflect their personality and lifestyle.

The finest frames deserve the finest lenses and the best Opticians. This is where Ivan R Cammack enter the frame – so to speak. Ivan R Cammack share a similar ethos to TD Tom Davies. Quality of materials, expertise and service are paramount.

Outside of the handful of TD Tom Davies outlets in London, TD Tom Davies is resold by a seriously exclusive network of Opticians.

Ivan R Cammack's Practice Manager, Ben Ostridge is proud that Ivan R Cammack are one of this exclusive number of trusted and respected optometrists.

He's also a huge fan. "The pair of glasses I'm wearing are by TD Tom Davies, they fit perfectly, are supremely comfortable



and friends and family tell me they suit me perfectly", he says. "We have many satisfied customers that all say the same about their TD Tom Davies frames", he adds.

A Bespoke design consultation starts with getting to know the client. What is their personality like? What do they do for a living? Do they have any issues with their current frames? Perhaps the glasses slip down their nose, or maybe the client finds they are too tight. It could be that the bridge fit is not quite right, or that their frames fail to enhance their natural features.

Ivan R Cammack then takes a series of measurements and photos which are sent to the TD design studio where the eyewear is designed before it is submitted to be made at the TD workshop. TD Tom Davies produces all of its own frames so that every step of the process can be carefully controlled.



This ensures flawless quality, excellent craftsmanship and a very happy client.

A nice touch is all Bespoke frames are finished with the name of the client engraved discreetly on the inside of the temple arm.

As you would expect, TD Tom Davies only use high quality materials. Titanium from Japan and 'Natural Horn' a unique material that is even thinner than Acetate. Natural Horn is gentle on the skin and allergy free.

Bespoke frames are never discontinued so if your prescription changes, your individually designed frame details are saved forever.

As the sun streams into Ivan R Cammack in Thame, Ben reminds me there is a superb range of TD Tom Davies sunglasses now available as well.

The TD Tom Davies 'couture' approach to eyewear has attracted clients such as Brad Pitt and Kristen Stewart. He recently designed glasses for Superman.

Actor Henry Cavill wore them for his role as Clark Kent.

TD Tom Davies and Ivan R Cammack are the perfect fit. Why not call into Ivan R Cammack in Thame, Chinnor or Wendover for a Bespoke consultation. They would love to make you the perfect pair of specs! You'll be in safe hands and good company.

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