

# Frame Styling

## Select frames to complement lenses.

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Today's frame marketplace can be characterized as an explosion of fashion. The styles, sizes and colors seem endless. Certainly this vast array of frames provides something for everyone, but not everyone is a good candidate for everything.

Frame selection entails selecting a ready-made product and adapting it to a patient's needs. A knowledgeable and skilled dispenser will be able to control the selection process and guide the patient into a frame that will meet their lens, cosmetic and comfort needs.

While there are many tricks and techniques that may be used to adapt frames to particular needs, it makes good sense to start with frames that are already 75% factory-ready to fit properly. Before a final selection is made, the frame should be evaluated on each of the following areas:

- Overall frame construction and usage
- Frame width
- Bridge size and style
- Temple length

## Frame Construction and Usage

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Quality frame products in general are not either inherently good or bad. A delicate rimless mounting may give great comfort and satisfaction to one wearer while the same frame may require constant adjustment and repair for another. The difference does not lie with the frame as much as it does the patient.

A satisfied wearer will always have a frame that fits well and matches their lifestyle. Dissatisfied wearers come about when the frame won't stay in adjustment, didn't fit correctly in the first place or was not the best design for their lifestyle. Frame selection should be based on the individual's usage and by gathering the following information:

- The frame's track record for breakage or frequency of adjustment
- Indications of patient abuse or hard wear on the current frames
- Patient's intentions of how the frame will be used

A good frame that is ill-suited to the patient's usage will lead to endless fitting problems. A frame needs to fit a need before it can fit a face.

## Frame Width

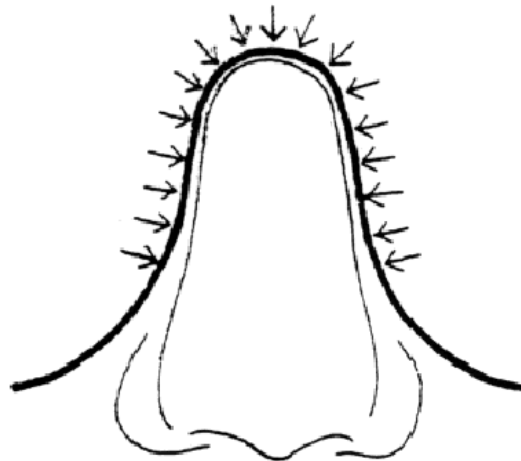
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The frame should be wide enough to extend from the front of the face to the ear with a soft hugging curve. If the frame is the correct width, the temples will be perpendicular to the frame front without requiring adjustment for width.

## Bridge Size and Style

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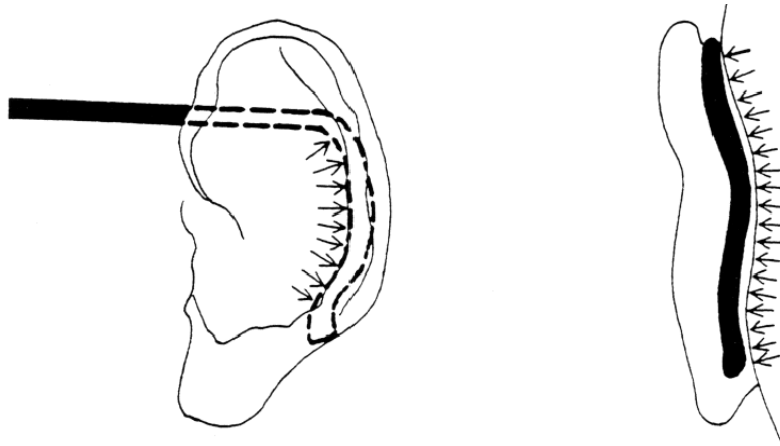
We have discussed the difference between adjustable nose pads on metal frames and a fixed bridge on plastic frames. The adjustable pads allow more flexibility to conform the bridge of the frame to a patient's nose. When selecting a frame with a fixed bridge, it is imperative that the bridge fits properly from the start. It is very difficult to change the size of a fixed bridge. To determine a good fit on a fixed bridge, view the patient from the front. The bridge should conform to the contour of the patient's nose without gaps or pinching.



Good fit with even distribution of weight

## Temple Length

The last consideration in overall fit of the frame is the temple length. With proper adjustment the temple should end just past the middle of the back of the ear. If the temple is too short or too long, the frame will slip down on the patient's face and require constant adjustment.



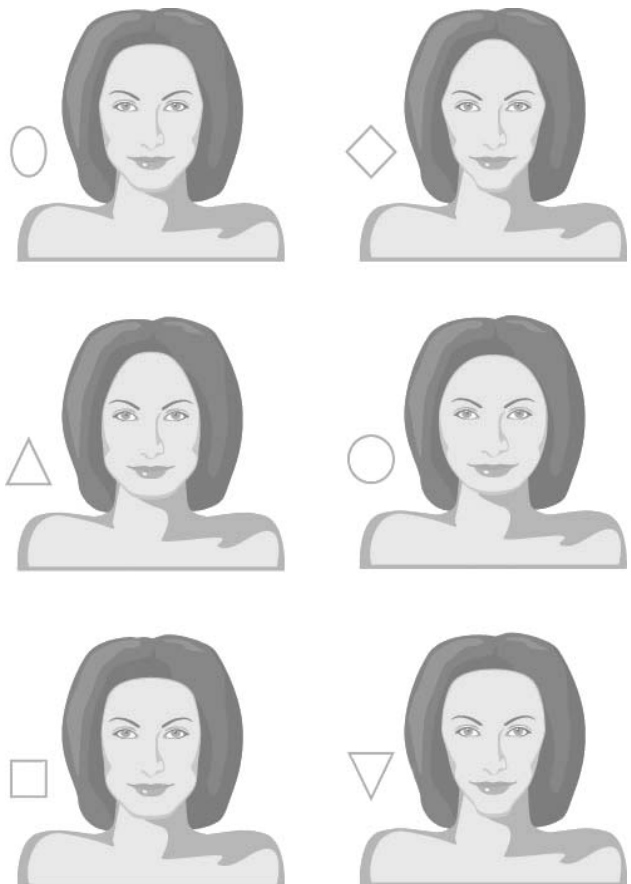
Proper temple length

## Face Shapes and Frame Styles

Faces come in a variety of shapes. To achieve the most flattering look, choose frames based on the contours of the patient's face. The best looking, best fitting eyewear **contrasts** the frame shape with the face shape.

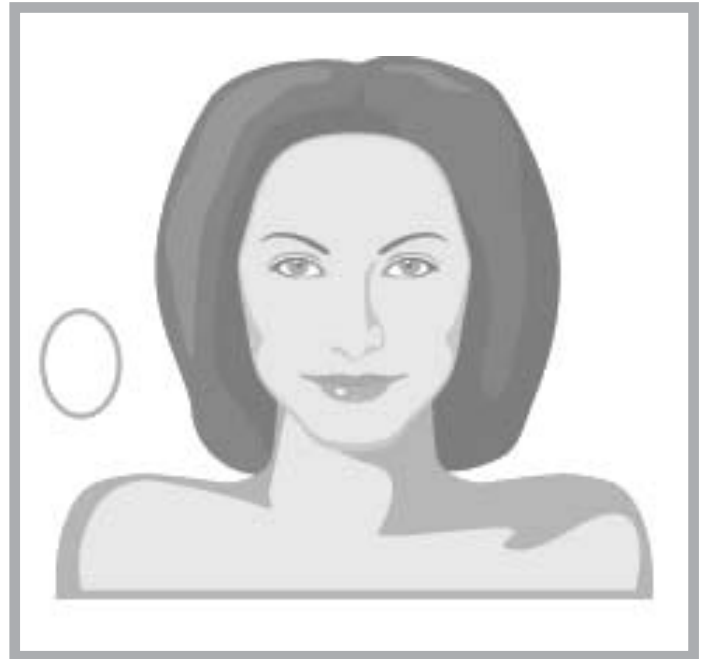
- Angular faces look best in curved frame styles
- Round faces look best in angular frame styles

In order to achieve this you must first determine the face shape. The following are the most common face shapes.



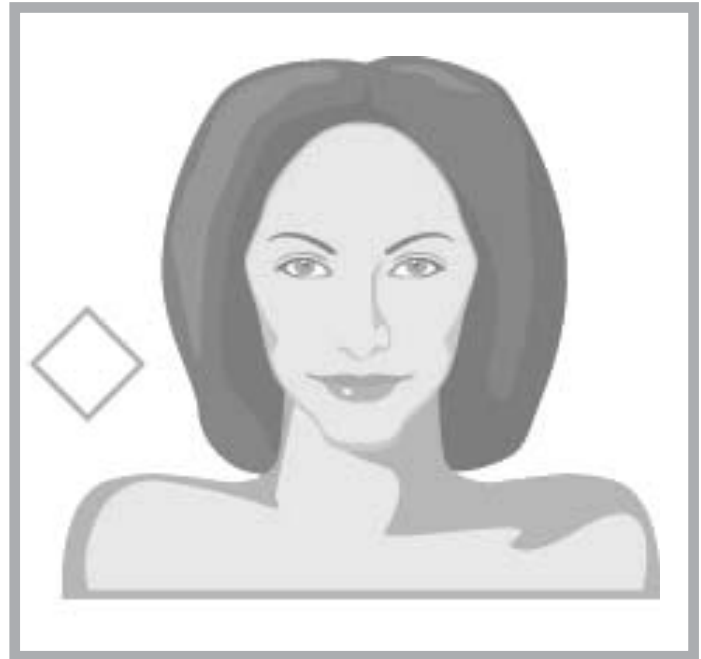
## Oval

The oval face has a chin that is slightly narrower than the forehead. The cheekbones are high. This is the easiest face to frame style. Because the oval face is balanced, frames should be as wide as the broadest part of the face. A good frame recommendation for the oval face is either a rectangle or square frame.



## Diamond

The diamond face has a narrow forehead with wide temples that gradually narrow to a small chin. Frame recommendations should serve to widen the top half of the features. Good frame selections are either a rectangle or an oval shape that is top heavy.



## Round

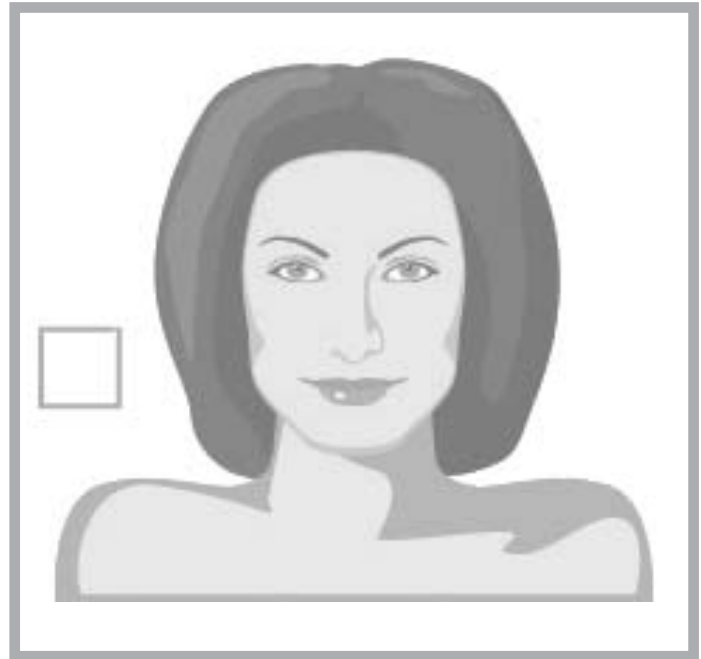
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If a patient has a round face, the frames should serve to thin and elongate the features. Good frame recommendations include rectangle or oval shapes that are top-heavy.



## Square

In the square face, the jaw line and forehead are strong and broad. The chin and cheekbones are somewhat angular. Preferred frames shapes are either round or oval to compliment the facial features.



## Triangle

The triangular face has a narrow forehead, but the cheeks and chin are full. Good frame considerations for this patient are either rectangle or square shapes that are top-heavy.



## Inverted Triangle

When frame styling a face that is shaped like an inverted triangle, look for a frame that de-emphasize the widest feature, the forehead. The best frame recommendations are either round or square-shaped frames.

By marrying the proper frame fit with the correct frame shape, a patient is assured of getting eyewear that is both comfortable and cosmetically appealing.



## Self-Test: Frame Styling

1. \_\_\_\_\_ and \_\_\_\_\_ are important considerations in frame styling.
2. \_\_\_\_\_ provide the flexibility to conform the bridge of the frame to a patient's nose.
3. Match the appropriate face shapes with the appropriate frame shapes.

