



THE COLLEGE  
OF OPTOMETRISTS

# To Wear or Not to Wear: Changing social norms with regard to eyewear

Neil Handley, MA, AMA, FRSA

British Optical Association Museum



Portrait of Thomas Hurst  
Benjamin Vandergucht, 1782  
The College of Optometrists (BOA Museum)









F. A. Bateman spectacles

1951

*Everywoman* (above)

*Good Housekeeping* (left)

Back



My Portfolio



My Profile



Order History



Voting



Not sure? Ask your friends (click here)

Your Portfolio was uploaded on 14/07/2010

Option 1 - ORDER

Option 2 - ORDER

Option 3 - ORDER



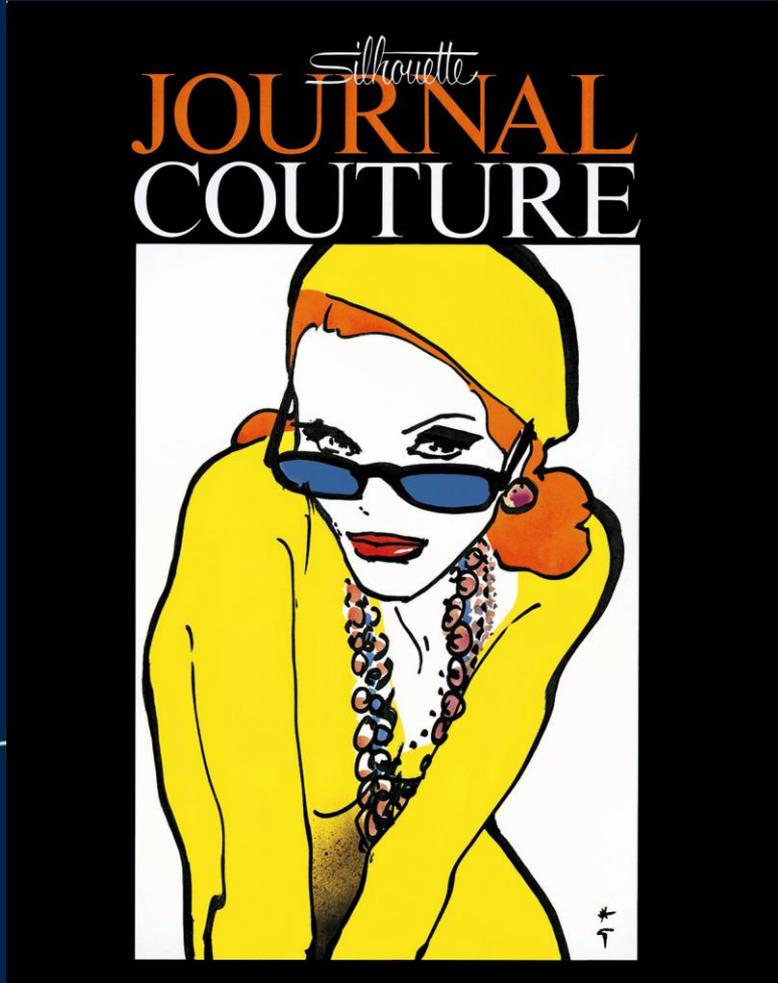
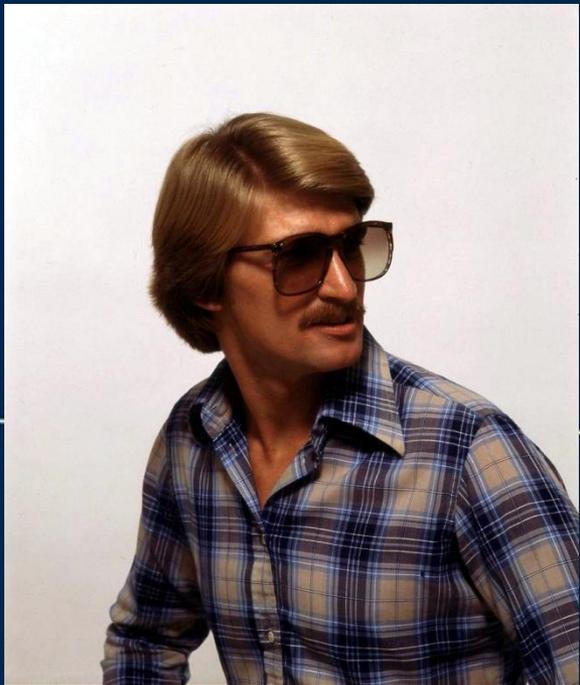
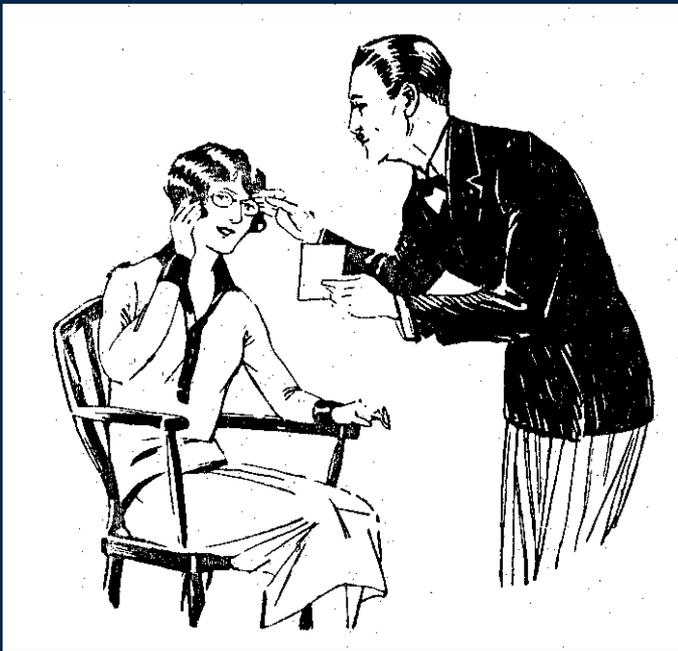
# A look at the stats...

- 22.5 million 18-60 year olds in the UK (65% of this age-group) wear some form of corrective eyewear.
- 62% of adults living in the UK wear spectacles, whilst only 14% wear contact lenses.



THE COLLEGE  
OF OPTOMETRISTS

Source: Britain's Eye Health in Focus  
A study of consumer attitudes and behaviour  
towards eye health  
(The College of Optometrists, 2010)





Diary of 'Parson'  
James Woodforde  
2<sup>nd</sup> May 1793:

*...he will not however  
wear Spectacles at all.  
He cannot bear to  
appear old...*

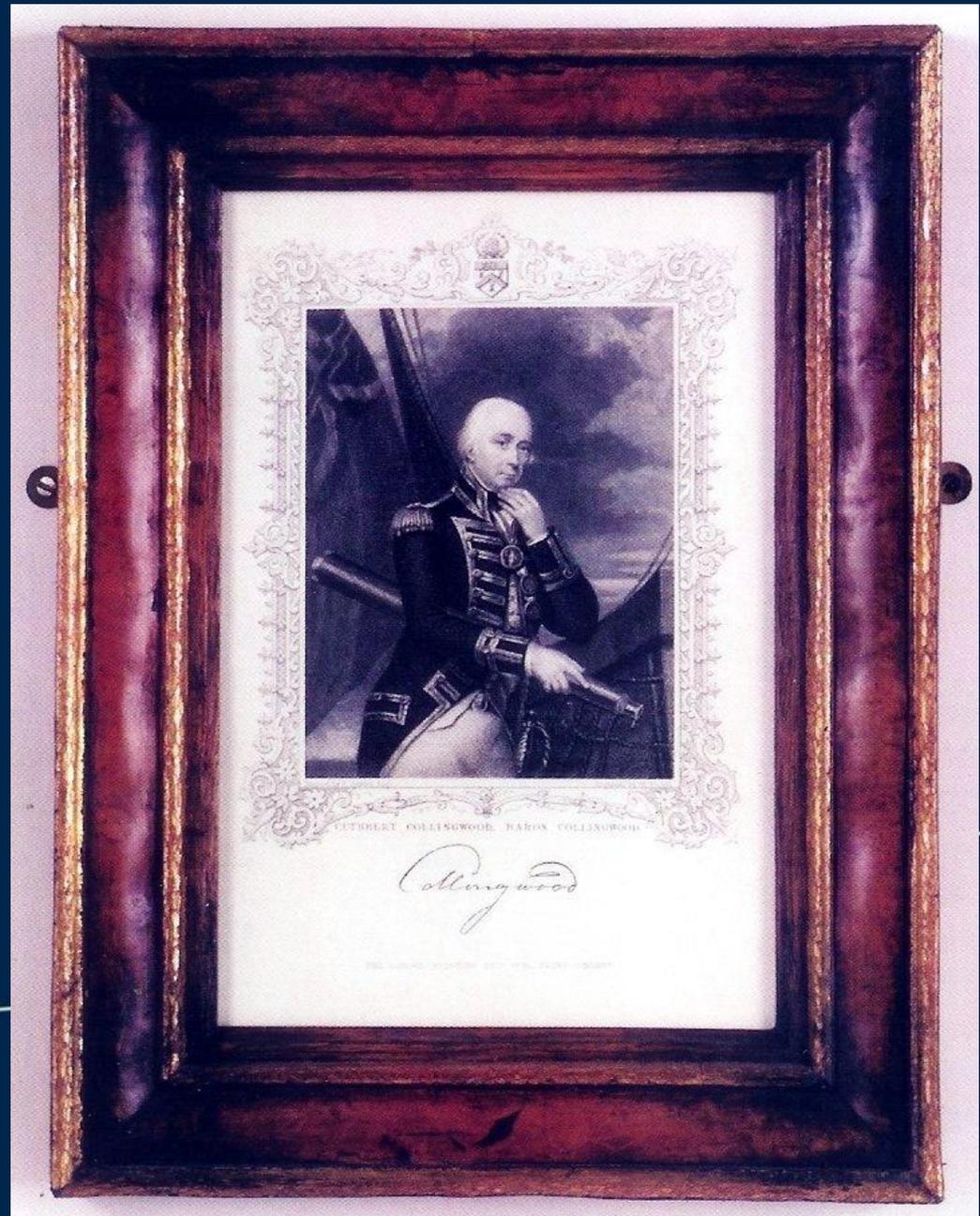


# Old Lady with Bonnet and Spectacles

Alfred Mudge (floruit.1862-1883)



Admiral Collingwood  
Engraved by W.  
Finden, 1810  
after a painting by  
Giuseppe Politi, 1807



THE COLLEGE  
OF OPTOMETRISTS

Admiral Rainier  
attributed to Arthur  
William Devis, 1805



THE COLLEGE  
OF OPTOMETRISTS



US National Archives, 1944



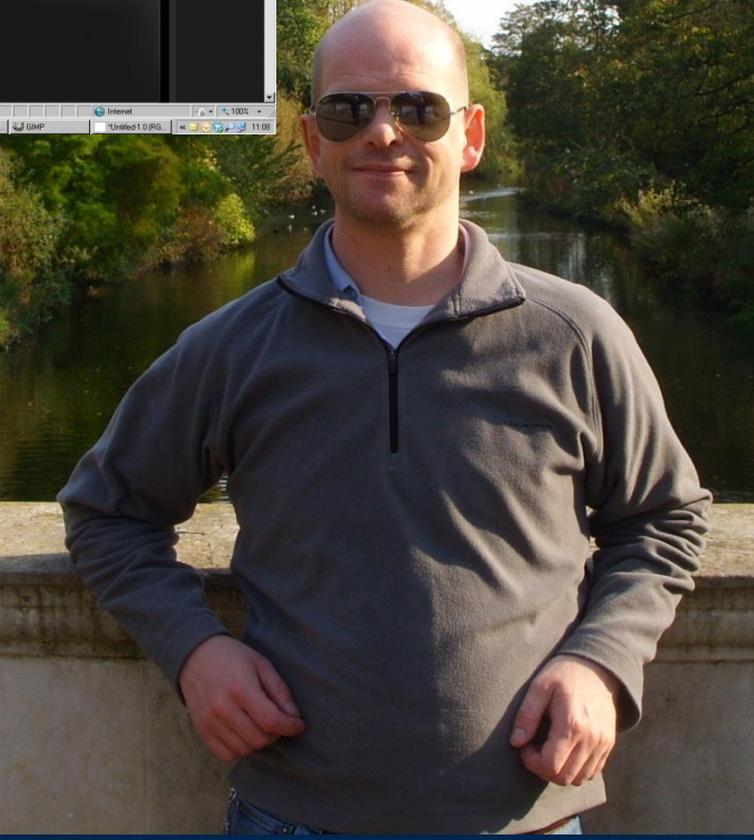
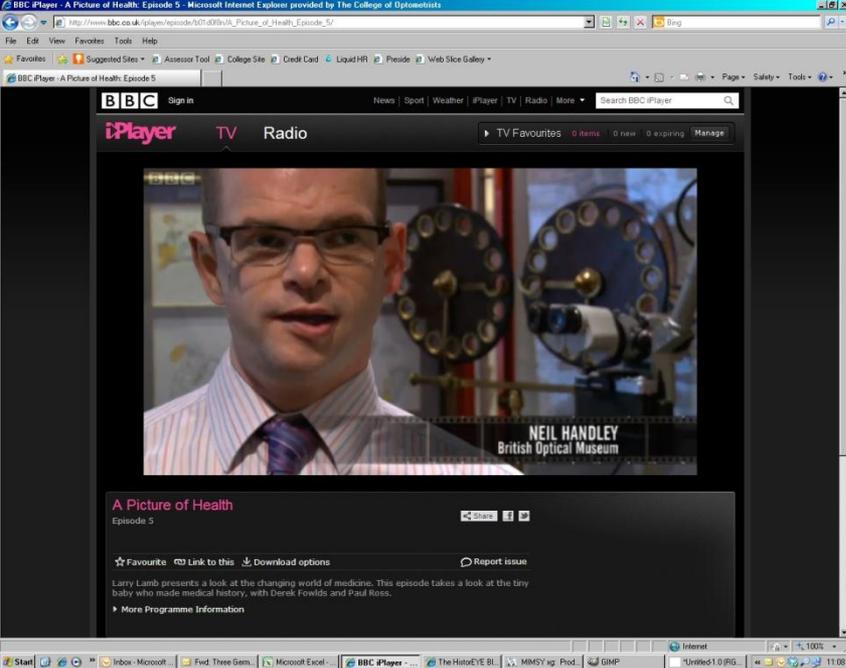
Bundesarchiv, photo by Hoffmann, 1932

- Those of Asian and African-Caribbean descent are less likely to wear corrective eyewear than those of white descent.
- 13% of spectacles-wearers confess to having driven without their prescription glasses when they should have worn them

**Source: Britain's Eye Health in Focus**  
**A study of consumer attitudes and behaviour**  
**towards eye health**  
**(The College of Optometrists, 2010)**



THE COLLEGE  
OF OPTOMETRISTS

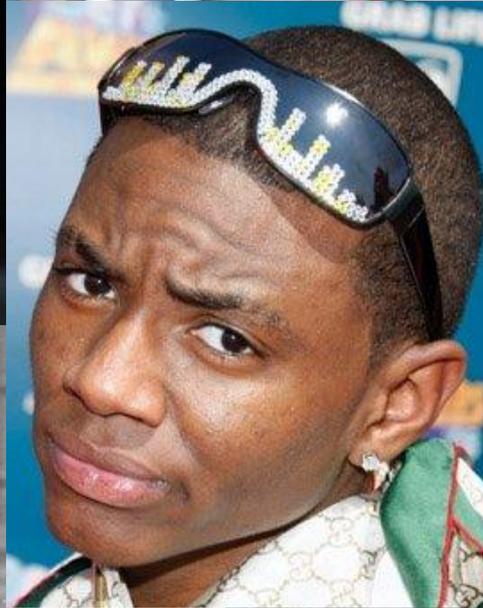


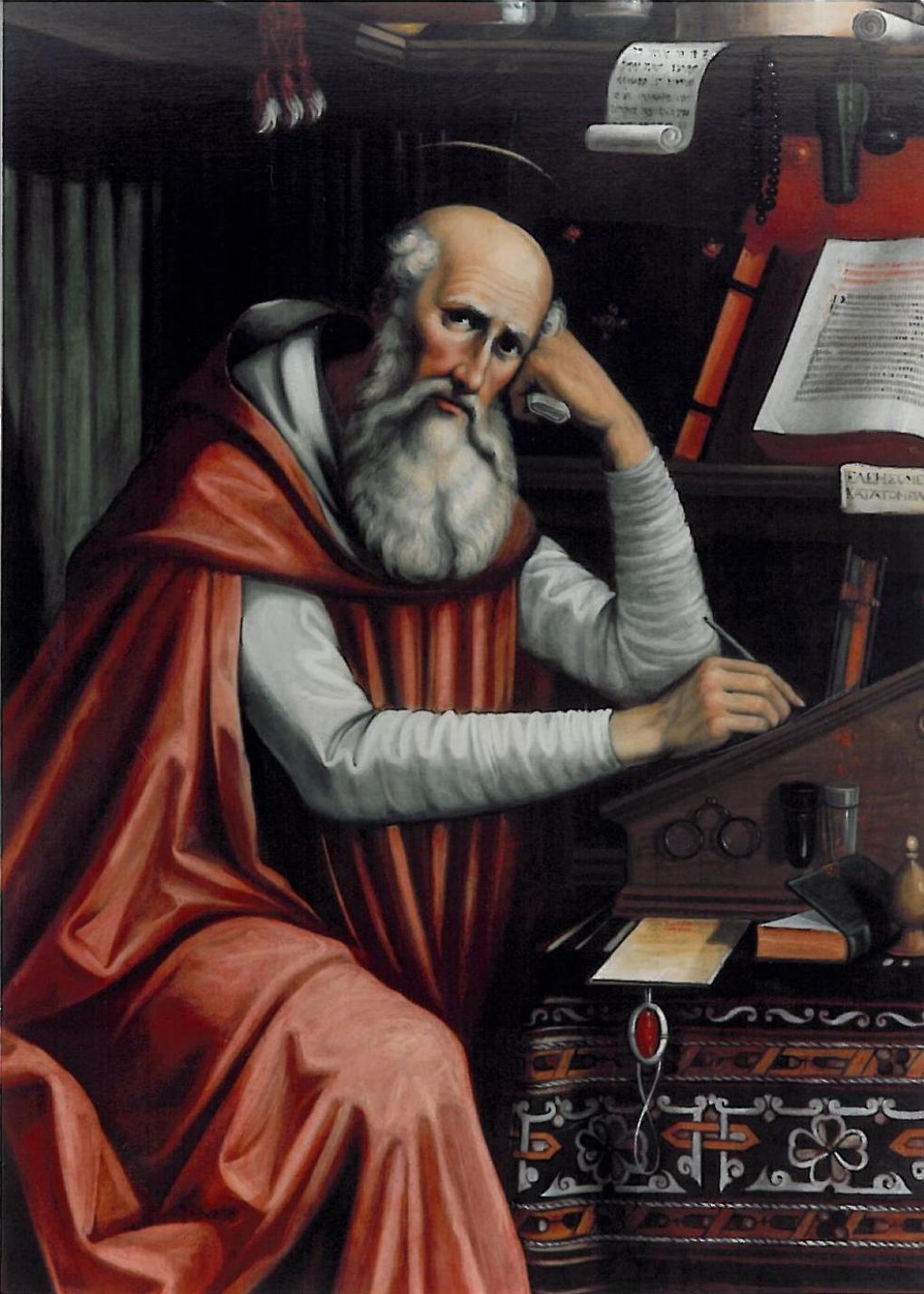


Bono (b.1960)  
painted in  
February 2012  
by artist René  
Romero Schuler



Harold Lloyd  
(1893-1971) in a  
still from the  
silent film *I Do*  
1921





## *St Jerome in His Study*

After Domenico Ghirlandaio

17<sup>th</sup> c. copy of a  
15<sup>th</sup> century  
fresco from  
Florence.

The College of  
Optometrists



The Holy Family with  
the Infant St John the  
Baptist

Cornelius Bloemaert,  
17<sup>th</sup> century print  
after the painting  
known as The  
Montalto Madonna  
by Annibale Carracci,  
c.1598



1583: The Gnalic Shipwreck, Croatia,  
recovered 1966-74 and 1996





THE COLLEGE  
OF OPTOMETRISTS

Nuremberg-type single wire  
construction spectacles 17<sup>th</sup>-18<sup>th</sup> c.



THE COLLEGE  
OF OPTOMETRISTS

The Misers  
Style of David Ryckaert III, 16<sup>th</sup>-17<sup>th</sup> c.



The Money  
Changers  
Marinus van  
Reymerswaele,

18<sup>th</sup> c. copy after a  
16<sup>th</sup> c. Flemish  
original

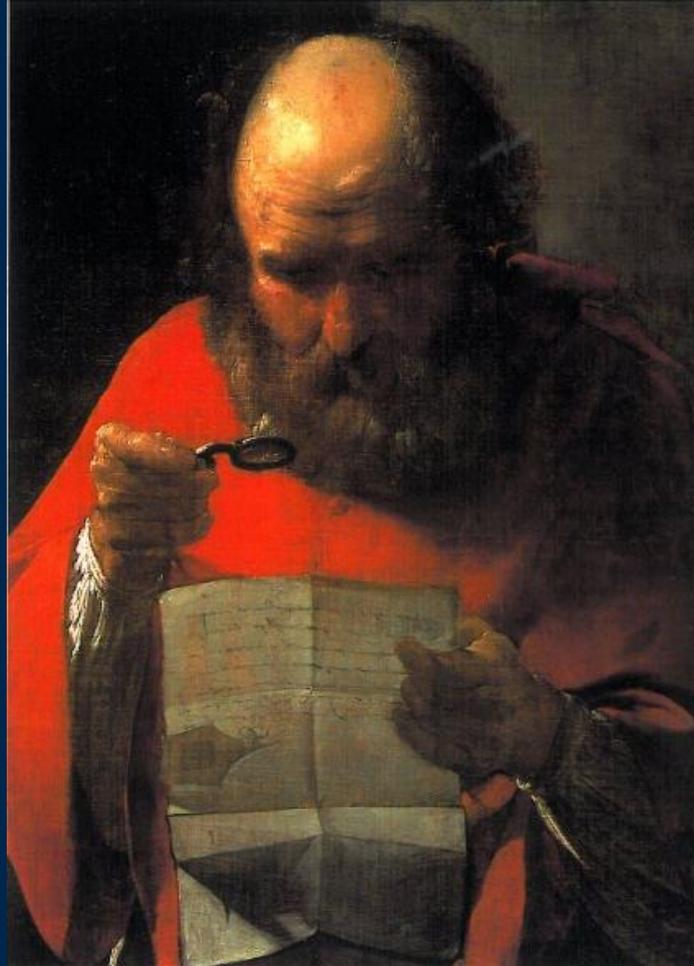
Soo de Oude Songhen Soo Pepen de Jongen ('As the Old Sang, so the Young Pipe')

After Jacob Jordaens, late 17<sup>th</sup> c. copy



St Jerome in His Study  
after Joos van Cleve and Marinus  
van Reymerswaele,  
possibly 16<sup>th</sup> century





St Jerome Reading  
Georges de la Tour  
c.1623

The Royal Collection



THE COLLEGE  
OF OPTOMETRISTS

A Venetian Procurator  
Style of Palma  
Giovane, supposedly  
after Tintoretto,  
Circa 1610-1620





THE COLLEGE  
OF OPTOMETRISTS

Scarlett-type spectacles with sides c.1730

“Visual Glasses – Vulgarly called spectacles”



*A Certain Cure*  
J. C. Horsley  
c.1850



J.C. HORSLEY, R.A.



2010: four out of ten spectacle wearers admitted they sometimes use an old pair when they can't find their current pair



THE COLLEGE  
OF OPTOMETRISTS

Goldoni-type shades, Venetian c.1790



'Franklin' split bifocals, English c.1800



*A Spanish Gentleman*  
Jose Buzo Caceres  
1832



NATIONAL HEALTH SERVICE SPECTACLES

REF 111 (FREE)



REF 121 (FREE)



REF 211 (FREE)



REF 221 (FREE)



REF 311 (FREE)



REF 411 (FREE)



REF 412 (CONTR)



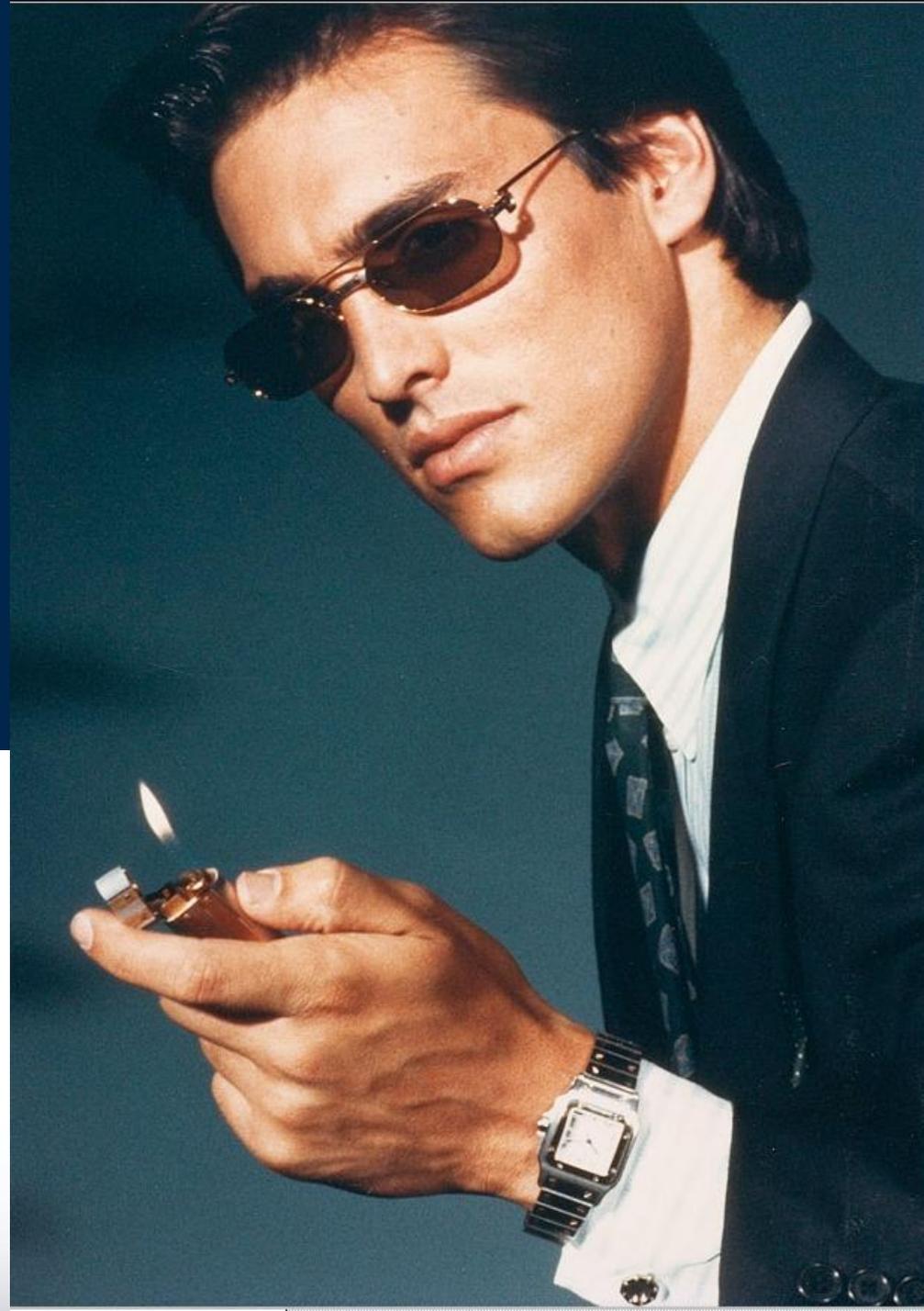
REF 413 (CONTR)



REF 421 (FREE)



Cartier  
'Santos' range  
1987





1930s studio  
photograph of a  
woman wearing  
pince-nez



Invisibles, Jura region of France, c.1850



ARCHER  
THROUGH THE LOOKING GLASS

Reflection No. 1.

## PHANTOM *Rimless*

New times . . . new ideas. And here is "the young idea" in spectacles . . . eyewear in tune with to-day. Archer "Phantom" Rimless are smart—because they're practically invisible, popular because they have all the comfort of a shell frame. They are made in several styles to suit everyone, and quite large lenses may be used.

Many women dislike the idea of spectacles so much that they would sooner damage their sight than wear them. In such cases, you may recommend "Phantom" Rimless with confidence.

The young  
idea in  
Spectacles



*The transparent David bridge joins the lenses without metal pins or plates, giving almost complete invisibility of short range.*

# ARCHER

R. Archer & Sons, Ltd., 27, Amwell Street,  
London, E.C.1. Phone: Terminus 2151

EVERYTHING FOR THE PROFESSIONAL OPTICIAN

Phantom rimless spectacles  
R. Archer & Sons Ltd  
1939



Meg Griffin



THE COLLEGE  
OF OPTOMETRISTS

*Questions and Answers*  
*on*

# CONTACT LENSES



*For Natural Appearance and Safety*



**you, too,** can wear the  
**New Fluidless**

*Completely  
Invisible*

**CONTACT  
LENSES**

• So Smart! • So Safe! • So Practical!

Contact  
Lenses



Try this simple test...

Tick if 'Yes'

Are there times you wish you could go out without wearing your glasses?

Have you ever thought about what you could look like without glasses?

Do your glasses ever slip down your nose, get fogged up or hurt behind your ears or on the bridge of your nose?

How did you score?

If you ticked 'Yes' to any of the above, ask your optician about contact lenses today.

“Contact lenses  
let everyone  
see the real  
me”



A story of confidence

**CIBAVISION**  
Shared Passion for Healthy Vision and Better Life

See how contact lenses can change your life

01206531 © CIBAVISION (UK) Limited, a Novartis company, 2009

**CIBAVISION**  
Shared Passion for Healthy Vision and Better Life

See how contact lenses can change your life

CIBA Vision  
(UK) Ltd  
2009

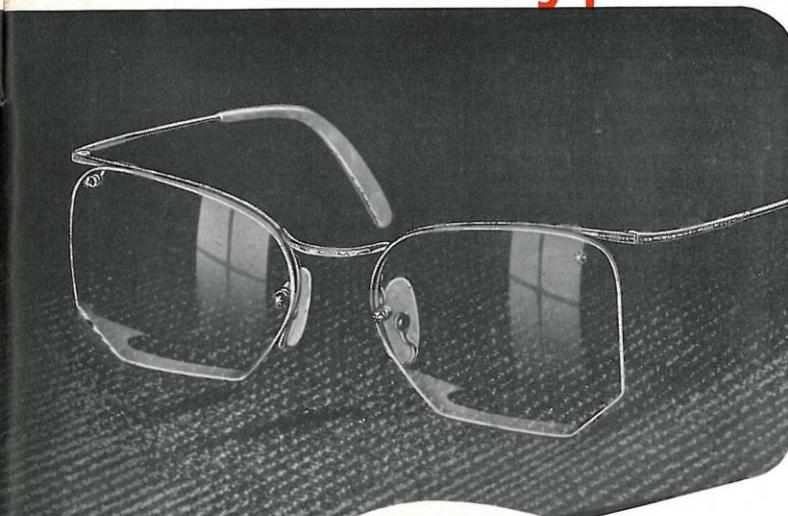
# Striking the right note... for the discriminating patient



The **Floria**

The Floria strikes just the right note for the discriminating patient. It is most comfortable in wear, good to look at, and is of robust construction. The flexible temples are nicely shaped to conform with head curves and to ensure comfort in wear. The delicate engraving of the flexible reinforcement wire is an added attraction to this pleasing style. Available in three colours: Demi-Blond, Flesh and Brown Mottle in a wide range of measurements. Samples gladly sent on request.

**SOCIÉTÉ DES LUNETIERS**



The **ICARFLOR**

This new and lovely engraved G.F. four-point suspension brow-bar rimless mounting embodies upswept eyes and the fashionable down-curve bridge. Starred screws are an added attraction to this robust rimless which is available in a wide range of measurements. Sample and full details gladly sent on request.



56, HATTON GARDEN, LONDON, E.C.1.

Telephone: HOL.4922-3



**POLICE**  
sunglasses



David Beckham.

POLICE

'Harry Potter' glasses by Savile Row



Christian Dior





Mary Quant, 1975





Rodenstock

Sophia Loren with model "SORBONA"

Foto: Bulanda

*Clear Vision*

with the elegant RODENSTOCK sun-glasses

# Rodenstock, Germany, advertising 1960

## *For the Motorist*



Diffuse-light in hazy, foggy weather produces a disagreeable sensation to car-drivers. RODENSTOCK TELECOLOR are the ideal lenses under the meteorological conditions that are frequently met in this country. TELECOLOR lenses make the scenery appear in a sunny cheerful light. The increased contrasts on the highway clarify, and provide a happy and secure feeling whilst driving. - The yellow-tinted lenses are coated by a vacuum procedure which is similar to that of PERFA-COLOR\*) lens-manufacture.

PERFA-COLOR-GRADUELL are special lenses particularly appreciated by car-drivers. Their upper portion is coated in the same way as a normal PERFA-COLOR lens, shading off towards the lower part. The driver's view is permanently subject to changes between the bright scenery outside and the relatively dark dashboard inside the car. However, PERFA-COLOR-GRADUELL lenses afford a convenient and safe compensation of the luminous conditions existing between the outside and inside of the car.

RODENSTOCK GRADUELL and TELECOLOR lenses may be obtained in all prescriptions for short-sighted and far-sighted spectacle wearers, too.

Ask your optician for information and he will gladly advise you on RODENSTOCK special lenses.

\*) Also, when viewing Television TELECOLOR lenses further prove their efficiency. Laymen and specialists alike unanimously declare: "TELECOLOR lenses provide considerable relief to the eyes and increase the pleasure of television."

▼ The successful German and European racing driver Graf Berghe von Trips is used to wearing his RODENSTOCK spectacles with TELECOLOR lenses when driving in hazy weather.



**Not available to wear....**



**ROBERT LA ROCHE®**

**Not much use even if worn....**



# One last look at the stats...

- 11% (3.8 million adults) believe there is no difference between different pairs of sunglasses other than the price
- 10%, (3.5 million adults) see sunglasses as purely a fashion statement.

Source: Britain's Eye Health in Focus  
A study of consumer attitudes and behaviour  
towards eye health  
(The College of Optometrists, 2010)



THE COLLEGE  
OF OPTOMETRISTS

# Psychology of Colour....



Elle Wild by Kirk Originals, 2003

# “Glasses are a handicap”



- 1971 – 33% of Dutch respondents said ‘Ja’
- 1989 – 3% of Dutch respondents said ‘Ja’

Source: *Oculus* 51 (4), Amsterdam

outwearingglasses - ...

twitter Have an account? Sign in

Search results  Search

Get instant updates on #embarrassedaboutwearingglasses  
Join Twitter today

Full name

Email

Password

Sign up

Tweets Top / All

 **louise veenhuis** @LMVmum 17 Mar  
@btoptom Hugh Grant. I was fortunate to do his first ever contact lens instruction in 2003 -a bit less then:) #embarrassedaboutwearingglasses  
↳ In reply to Brian Tompkins

 **Brian Tompkins** @btoptom 16 Mar  
Hugh Grant looking about -4.00 ? #embarrassedaboutwearingglasses

15 minutes of  
fame...

5 minutes of  
intelligence....



An elegant pinless library frame with wide appeal—available direct or from prescription houses.

Colours: Black, Brown, Smoke half-tone, Sherry half-tone

Cat. Nos.: V95N frames—D05N temples

Measurements: 44 20 22 24 —  
46 20 22 24 26  
48 — 22 24 —

**THE HADLEY COMPANY LIMITED**  
SURBITON • SURREY • phone 01-398 0901

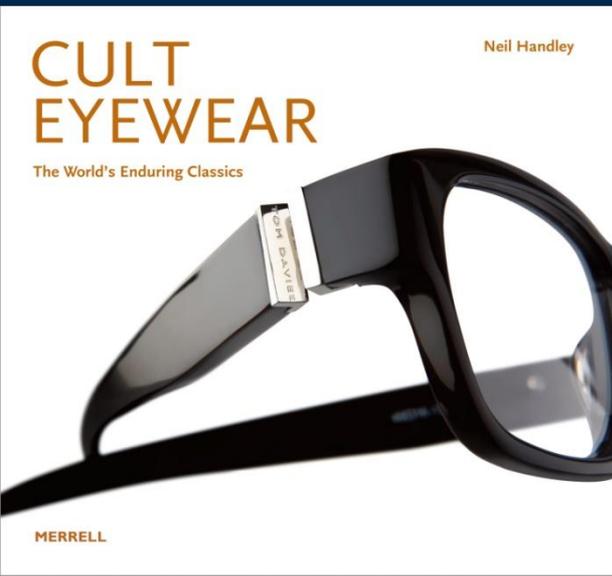


THE COLLEGE  
OF OPTOMETRISTS

# Fashion spectacles

*The 'fashions-in-spectacles' idea is not a frivolous cult conceived solely with the idea of selling more spectacles, although this is frequently an incidental result. It is an idea based on the fact that, if people can be persuaded to enjoy wearing spectacles, more people will be persuaded to take care of their eyes.*

W. E. Hardy, foreword to the first ever Wiseman Frames catalogue, 1933



← Gratuitous plug for my book on the subject!

**The College of Optometrists**

<http://www.college-optometrists.org>

**British Optical Association Museum**

<http://www.musEYEum.org>

**Look after your eyes**

<http://www.lookafteryoureyes.org>



THE COLLEGE  
OF OPTOMETRISTS

