

Eye glasses and hair styles fashioned to frame the face

By LORAIN McCLISH

The over-sized price charts which dominate the lobbies of York Optical Service in Royal Oak and Lincoln Park are the only ones of their kind.

"We swiped the idea from the drug chains who post generic drug prices," said Bernie Ahern, a resident of Huntington Woods, who, with his partner, Timothy Driscoll of Farmington Hills, was among the first to jump on the eye-care discount bandwagon.

"The charts make it easy for the comparison shopper, and that's what York Optical is all about," he said.

Ahern has been banging away on the discount theme ever since the Federal Trade Commission (FTC) opened the way for ophthalmologists, optometrists and opticians to advertise.

When the ban on advertising was lifted, less than a year ago, it put a damper on the retail dispensers of glasses who were charging whatever the traffic would bear.

"PRICE DOES NOT determine quality," Ahern says in the consumer advocacy broadcasts he's been making of late.

York's price chart lists the retail price of the lenses for different prescriptions. The customer adds the price of the frame and finds the total bill in a few minutes.

"Frames are big fashion things now and we even give discounts on those that come from the designers," Ahern said. "I'll sell you a Von Furstenberg for from \$10-\$30 less than any other place in the Detroit area."

There are 600 frames to choose from in York's salon, which Carol McFadden, manager of the Lincoln Park operations, admits is a little overwhelming.

"Part of our service is narrowing the choice down to three or four," she said.

While she talked, Ms. McFadden was helping five women who had just gotten their hair and make-up restyled by Heidi in her Southfield salon, and were in York's to get glass frames to complement their new look for the holidays.

The assisting staff helps the client choose frames predicated on facial structure, hair and eye color, complexion, and the bridge of one's nose.

Sometimes a frame is either recommended or eliminated from the choice because of the prescription.

"The choice might have to do with what kind of look you want to achieve," Ms. McFadden said. "Many people who don't need more than one pair of glasses to see will buy a pair for casual wear and another for dress-up. That's pretty common."

FOR THOSE with round faces, Ms. McFadden recommends the use of angular lines to de-emphasize the fullness. A square or triangle shape is most suitable, she said.

The oval-faced people are the lucky ones, they can wear most any style. For a round oval face, however, a frame with a straight lower rim is recommended.

Heart shaped faces look best with delicate eyeglass frames, in proportion to the contours of the face. Those with square faces should seek a bit of softness to the cheek and jawlines, with oval, round or butterfly shaped frames.

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Florine Korotkin, a long-time client of Heidi's, found the hair-do she prefers some time ago. The Southfield resident owns six pair of glasses with frames to compliment different costumes for different occasions.



Susan Savino, of Rochester, who works in the cosmetics department for Jacobsens, picks and chooses from sunglasses to compliment her new chic and slim modified shag cut, by Heidi. (Staff photos by Harry Mauthe)



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Kelly Foy, a student at West Maple Junior High School, has been wearing glasses since she was a year old. She chooses glasses with a slight tint to wear with her new hair-do by Heidi, which began with an angled side feather cut.

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