

press clip



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AD FEATURE **NAKED SPECS**

Business vision

NAKED Specs began when director Justine Levin was sitting next to her friend while she designed her own brand frames for her business.

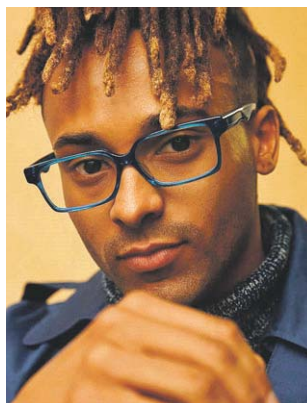
"She had more than 80 frames in her range but with the business purely online, it was hard to go up against the bigger online glasses companies with their marketing budgets of millions of dollars," Justine said. "When my friend moved overseas, I had the idea to reinvent the business and sell her range via pop-up markets and festivals in Perth."

"That was in January 2017 and since then the business has taken off and our customers loved our range of fabulous own brand designer eyewear so much they demanded we also made the lenses and create a permanent location."

Justine works with WA's last remaining optical laboratory to make all lenses locally alongside a great new range of designer frames.

The business expanded with a team of optical dispensers and engineers and moved into Fremantle Markets.

"We wanted to be unlike any other eyewear store and offer very different



eyewear at more affordable prices with absolutely no compromise on quality," Justine said.

"We love that we are a bit of a challenger brand and have been able to grow rapidly through word of mouth and customer repeat business and referral."

Simply bring along a valid eye test within the past one to two years, or Naked Specs can contact your optometrist on your behalf.

"All of our prescription lenses are made and fitted locally here in Perth and we are multifocal specialists," Justine said. "We are also registered with all major health funds so you can claim your optical benefits with your health fund compliant receipt."

Alongside its own de-

signs, Naked Specs offers a large selection of leading designer brands such as William Morris from the UK, French eyewear designer Caroline Abram and is the largest stockist globally of iconic Australian designer Paul Taylor, who has created frames for the likes of Michael Hutchence and Jenny Kee.

With up to 25,000 people a day passing through the Fremantle Markets from all over the world, this location provides a unique and eclectic incubator for the business.

"This has allowed us to gain not just local but national and international recognition and we have gained one of the most loyal customer bases, including local, national and international celebrities, sports people, renowned artists and musicians, and media people," Justine said. "Our customers want to choose from an amazing, beautiful and different range of eyewear not ordinarily available on the high street matched with some of the highest quality lenses in Australia and a service that is authentic and passionate."

For more, follow Naked Specs WA on Facebook, visit nakedspecs.com.au or call 0415 549 649.