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Eye Spy Fabulous Style

NAKED Specs began when director Justine Levin was watching her friend design her own brand frames for her online business.

"She had more than 80 frames in her range, but with the business being purely online, it was hard to compete against the big online glasses companies with their multi-million marketing budgets," 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 really taken off. In fact 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."

Naked Specs expanded, with a team of optical dispensers and engineers coming on board. The business also established a permanent base at the Fremantle Markets. Justine works with WA's last remaining optical laboratory to make all lenses locally, paired with a great new range of designer frames.

"We wanted to be unlike any other eyewear store and offer very different eyewear at more affordable prices with absolutely no compromise on quality. 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," explained Justine.

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

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

Alongside its own designs, 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 platform for the business.

"This has allowed us to gain local, national and international recognition, gaining one of the most loyal client bases. 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."