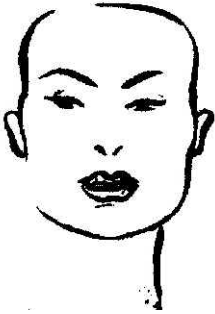


HOW TO CHOOSE A FRAME TO SUIT YOUR FACE SHAPE?

Whilst there are no hard and fast rules we have compiled a simple guide that will help you choose the right style for your face:

People generally fall into the following categories:

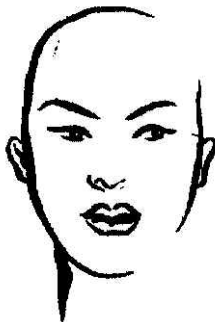


Square Face:

Your face is as long as it is wide with a deep forehead and a square jaw line.

Celebrities with this type of face include: Elton John, Demi Moore and Sandra Bullock

Choose frame styles that are more rounded or oval and avoid slim square or angular shaped frames.

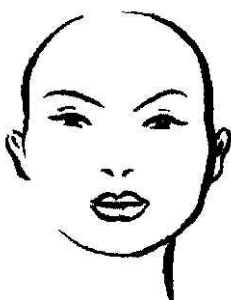


Oval Face:

Your face length is roughly equal to one and a half times the width. Your face is well balanced with high cheekbones and a gently curving jaw. Your forehead is slightly wider than your jaw.

Celebrities with this type of face include: Julia Roberts

You're in luck, most frame shapes suit your face shape. Just make sure the size is in proportion to your face.

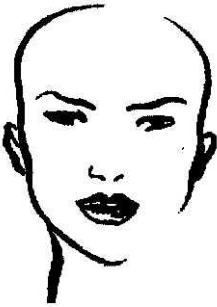


Round Face:

Your face is as wide as it is long and is fairly short in height with a wide forehead. You have full cheeks and a rounded jaw line.

Celebrities with this type of face include: Cameron Diaz,

Choose frames with lenses that are wider than they are deep and squarer in shape. Frames that have decoration where the arm meets the frame and with arms that meet the frame at the top would suit. Avoid big round frames that make your face look rounder.

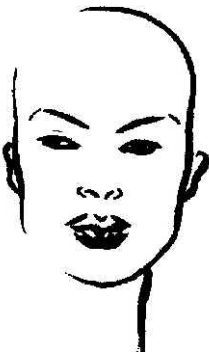


Heart-Shaped Face:

Your face is narrow at the jaw line with a small neat chin and mouth and wide at the cheek bones and forehead.

Celebrities with this type of face include: Jennifer Aniston

Choose a frame style that is slender, rounded or square but avoid a style that has a greater width at the top. This will tend to reflect the shape of your face rather than enhance your look.



Long Oblong Face:

Your face is longer than it is wide with high cheek bones and a deep forehead.

Celebrities with this type of face include:

Choose wider frames and styles with a heavier top. Strong looking large square frames can often balance a narrow looking face. Avoid small subtle shapes.

If you are already wearing glasses and are happy with your style then simply choose a similar frame.