



TOM DAVIES

FOR BBR OPTOMETRY



ABOUT TOM DAVIES

Fit. Form. Function. These are the principles at the heart of bespoke British eyewear brand Tom Davies, which offers a bespoke service on all frames in the collection. Many people think they can't wear glasses or don't suit glasses, but most of the time it's simply that their face doesn't fit a mass produced generic frame.

Tom has quietly revolutionised the eyewear market since 2002, thanks to his clever couture-inspired concept that focuses entirely on the needs and desires of the customer.

The result is perfectly fitted, flattering, and artfully-designed eyewear, that is as unique as its wearer.



ABOUT THE COLLECTION

Designed for BBR Optometry, this collection features the world's first colour-changing optical frames, handmade in the Tom Davies London factory. Similar to photochromic lenses that change colour from clear to dark when they are exposed to sunlight, Tom has taken the same molecules that change colour under UV light and has added them to his acetate. This process has resulted in the first ever colour-changing acetate material!

In addition to these unique frames, Tom has designed eye-catching titanium spectacles to celebrate BBR Optometry's 50th anniversary. The titanium we use for Tom Davies frames is chosen for its flexibility and strength, while remaining lightweight. This versatile material gives the frames a comfortable feel, while allowing for stylish and unparalleled designs.

05604
TEAL TITANIUM



These frames were designed by Tom to make a statement. With their eye-catching teal colour complimented with purple temple arms, this titanium frame is perfect for a daring everyday look.

05607
PURPLE TITANIUM



Another take on titanium and to add variety to the collection, Tom designed a larger frame with a cat-eye shape. The muted dark-purple titanium provides a dash of colour.

05608
COLOUR CHANGING ACETATE



These frames are unique but designed to sell. The shape has always been one of Tom's best selling styles and the peach colour appears to be a safe choice. It is however a surprise that this acetate is one of Tom's most innovative creations to date.

The new colour-changing technology allows the frame to transform from peach to a plum tone when exposed to sunlight. It is designed to be a showstopper.

05856
COLOUR CHANGING CLEAR ACETATE



A classic rectangular design perfect for daily wear.
Once again, this frame is made using the new
colour changing acetate. When exposed to sunlight
this design will turn from a clear acetate to an
understated purple in seconds.