



[www.mirage-eyewear.co.uk](http://www.mirage-eyewear.co.uk)

*Mirage eyewear*

Our frames are chosen with care, taking into account quality, fit, style and value for money. We always aim to do more for you than our competitors. We do not employ representatives or agents so our overheads are kept to a minimum. These savings are passed directly to you, the independent optician. Our frames can be viewed at your convenience and without any obligation or pressure, saving you valuable practice time.

## Service

Our commitment here is to offer you the last word in customer care. We aim to communicate at every level with our customer, old and new, and to understand your needs. You have a vast array of suppliers to choose from, we know that, but we promise that everyone at Mirage will go that extra mile to bring you unparalleled service, quality, choice and value. We keep a huge selection of spare parts should you need them, including temples, tips, pads, screws, bridges and for the older models, the occasional cobweb or two!

“Mirage Eyewear have provided an excellent service over many years. New frames are regularly produced they are very popular appealing to all age groups.”

Graeme Clark, Clark Optometrists, Orkney

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***We love this collection!*** Fashionable, distinctive eyewear for ladies and gentlemen, designed with mostly multifocal lenses in mind. From ultra lightweight titanium models to modern acetate styles. Mission. ***Oh yes!***

Mission

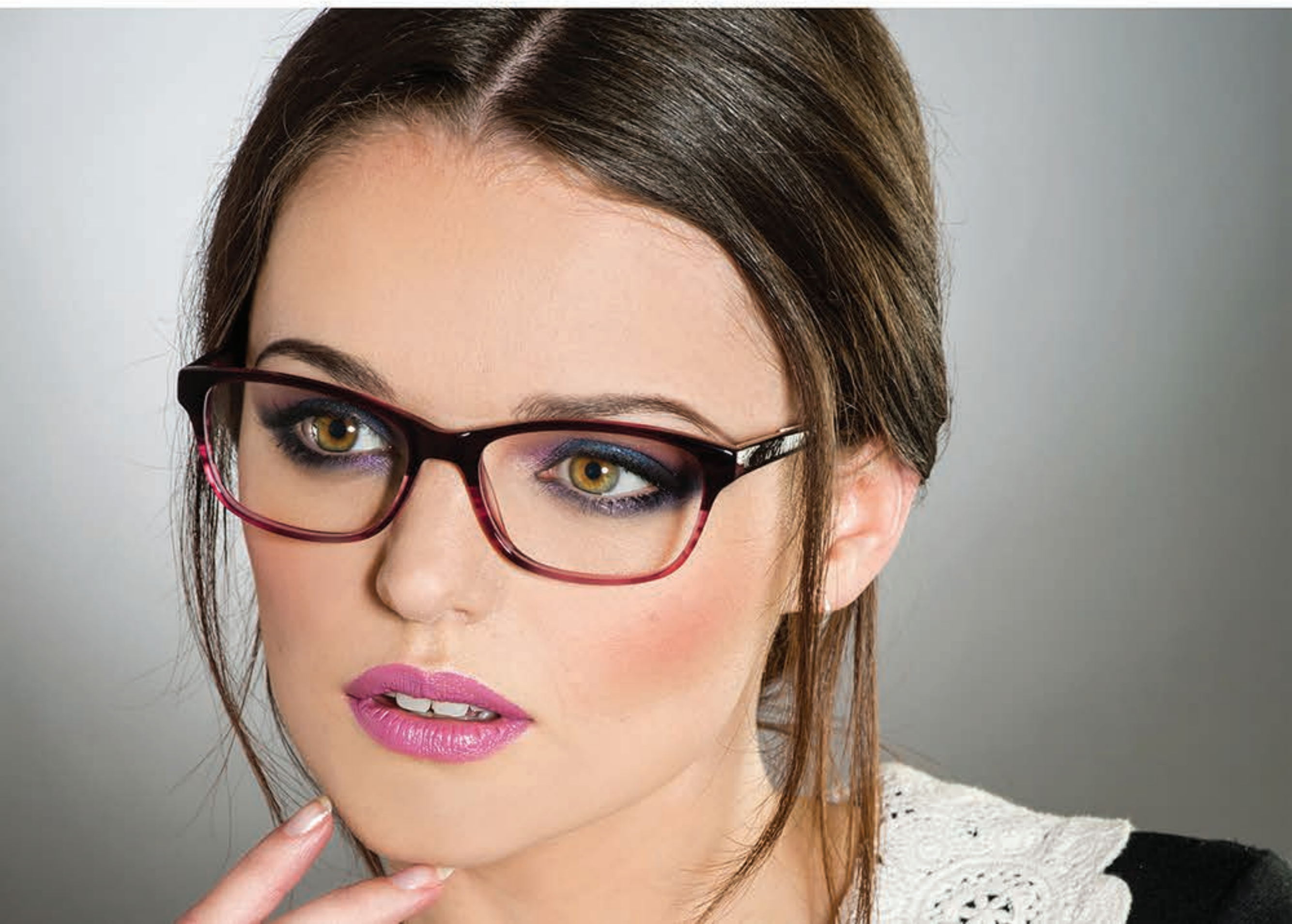
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# RAGE

Young, cool, urban and edgy, from really bang on trend multi layered acetate to sharp metal wraps. This is a collection for the discerning wearer who sees beyond the brand mentality. Be different, or get angry trying! Rage. Step away from the crowd.

*"I have asked to pass comment on your sales policy. From my point of view I prefer it. It saves time over seeing a rep & if I do not want frames you simply credit. I cannot see what problems other practices have with this system."*

Bob Arnold, Optometrist



## Who are we?

We made our first tentative phone call in October 1993 and have been supplying independent opticians throughout the UK from our base in Newport, Shropshire since then. Our frames are sourced directly from the most reputable and trusted manufacturers, many producing collections for high profile designer brands. You can be assured that with Mirage you are buying high quality products, directly from the importer.

## OK, so what does it cost?

We offer great value! Log on to the website and register (opticians only) and our great prices will be revealed!. At the risk of repeating ourselves, you are under no obligation, we are perfectly happy for you to keep one frame, all of them or indeed none at all, (not so happy with the last option obviously, but thank you at least for taking the time to have a look at what we offer). We always enclose a reply paid label so that you can return anything you do not need to us for free, nada, zilch, zero.

## What's in it for you?

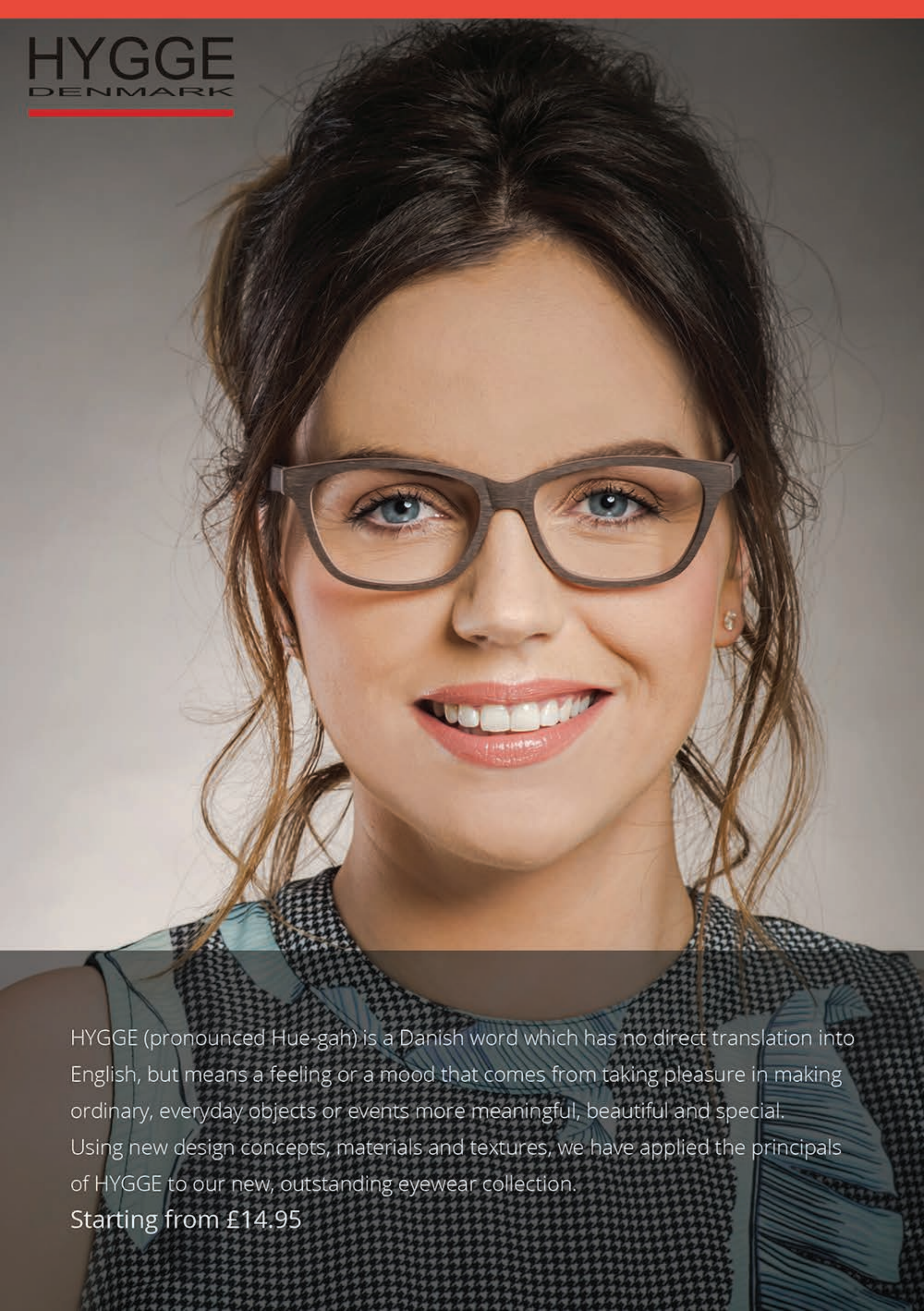
Well as we have said, really good frames offering great value and a saving of your time alongside exceptional service and a real commitment from us to do our very best to work with you. As an extra incentive we will also give you 25% discount off your first order!



# HYGGE

DENMARK

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HYGGE (pronounced Hue-gah) is a Danish word which has no direct translation into English, but means a feeling or a mood that comes from taking pleasure in making ordinary, everyday objects or events more meaningful, beautiful and special. Using new design concepts, materials and textures, we have applied the principals of HYGGE to our new, outstanding eyewear collection.

**Starting from £14.95**



We are delighted to introduce our brand new sunglass collection: HYGGE Solen. Stunning designs which come with category 3 polarised demo lenses, clear demo lenses as well as a HYGGE Case and cloth. Beautiful quality comes as standard.

**HYGGE**  
DENMARK  
S O L E N



Need to get in touch?

Call 01952 820963, fax us on 01952 820412,  
or email us: [info@mirage-eyewear.co.uk](mailto:info@mirage-eyewear.co.uk)  
See our website too: [www.mirage-eyewear.co.uk](http://www.mirage-eyewear.co.uk)

*Your dedicated contacts are:*

*Yvonne, Nikki and Amanda* Our lovely ladies will call you when we have new collections we think you might like.

*Tina* For all things Mirage. You can write what Tina doesn't know about our business on the back of a postage stamp.

*Wendy* Our frame Guru. Call her for orders, spare parts and any general frame enquiry.

*Ronnie* For anything technical, any frame type you would like to see in our collection and especially if you have any comments on our products and service.

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Mirage *eyewear*