



The eyes have it

Choosing eyewear to “fit” your face

By Amanda N. Wegner

Choosing eyewear is a balancing act of fit, fashion and function, and given that the eyes play an important role in who we are, how we work and what others perceive of us, being selective about your eyewear is worth the time and effort.

“Eyewear is one of the first things a person will notice about you and will be a factor in somebody’s first impression of you,” says **Brittany Graber**, president, **Ulla Eyewear**.

Adds **Lisa Cuda McCarron**, certified optician and owner, **Bilancio Eyewear**: “It’s a balancing act between fit and the look you want to achieve.”

Fit and function

The right eyewear is directly influenced by your prescription.

“It is important to get the correct fit and size,” says **Aaryn**

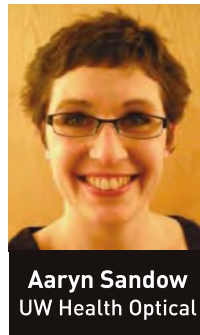


Brittany Graber
Ulla Eyewear



Lisa Cuda McCarron
Bilancio Eyewear

Sandow, certified optician, **UW Health Optical**. “If the frame is too small, the correction may not fit in the frame; therefore you could be losing the most important part of your corrective lenses. If the frame is too large, you may get unnecessary distortions created with an improper fit.”



Aaryn Sandow
UW Health Optical

Your work and lifestyle should also guide your choice. Work at a computer? Drive a lot? Spend time outdoors? What are your hobbies? Any sports? Do you wear your glasses all day or just at night when you take your contacts out?

“It is important to consider your lifestyle and choose lenses and frames that are appropriate for when, where and what you will be using the glasses for,” says Graber.

Face off

Another important consideration is how the eyewear “fits” your face shape. Whether worn as an accessory or a necessity, frames can either play up or play down certain shapes and features, says McCarron.

For a balanced look, “always go opposite,”

says Graber. Following are some general guidelines for choosing eyewear to complement your face shape:

Square

Characteristics: Full, square jaw line and broad forehead.

Celebrity: Demi Moore

Frames: Frames that lengthen the face, such as rounded or oval-shaped frames and gently curved, narrow frames.

Triangle

Characteristics: Narrow forehead that widens at the cheek and chin areas; ideal shape for glasses.

Celebrities: Victoria Beckham

Frames: Frames should accent the eye area and balance the jaw line. Frame tops should be slightly heavy and frame bottoms should angle inward.

Oval

Characteristics: Face is longer than it is wide.

Celebrities: Natalie Portman

Frames: Select frames that are as wide or wider than the broadest part of the face.

Diamond

Characteristics: Narrow at the eyeline and the jawline with a small forehead and chin; cheekbones often high and dramatic. Rarest face shape.

Celebrity: Katherine Hepburn

Frames: Frames should widen the forehead and jaw and minimize the temples and cheekbones. Choose frames that are heavy on top but avoid low temples. Try rimless frames, square frames or frames with a straight top and curved bottom.

Round

Characteristics: Full face with few angles; width and length are roughly equal in proportion.

Celebrity: Kate Winslet

Frames: Frames should make the face appear longer and thinner; glasses that are wider than they are deep can help achieve this. Also try an angular shape.

Heart

Characteristics: Narrow chin that leads up to a broad forehead.

Celebrities: Lisa Kudrow

Frames: Avoid glasses that are wider at the top than the bottom. Both round and angular frames will work.

Oblong

Characteristics: Face is long and thin with a more pointed chin.

Celebrities: Gwyneth Paltrow

Frames: Choose frames that are deeper than

they are wide. Shorten the face by using round, deep or low-triangle shapes.

In addition to shape, it is important to choose a frame that is proportionate to your face. "After all, we're trying to enhance, not overwhelm or hide, your face," adds Graber.

Prominent features are another consideration. Have heavy eyebrows, a distinctive nose or eye wrinkles? Eyewear can help minimize these features.

But, adds McCarron, using eyewear to enhance your more distinctive facial features can have its benefits, too.

"Eyewear plays a large role in the image you want to project," says Cuda McCarron, "and for some, playing up certain features works well for them."

Fashion or fit, playing up or playing down, working with an optician will help you achieve your desired result.

"We are here," says Sandow, "to help find and fit the perfect frame for every face."



Freelance writer Amanda Wegner, amandawegner.com, is now wondering if her frames fit her face, whatever shape it may be.

Lisa Cuda McCarron, Owner/Optician

bilancio
eyewear

5500 E. Cheryl Parkway, Fitchburg
608.273.3937
www.bilancioeyewear.com

A balance of health and beauty for the eyes

ISTHMUS
EYE CARE

www.isthmuseye.com

At Isthmus Eye Care, we want you to experience our "**TruFit Promise**": the right prescription, product, and promise for the health of your vision. All of our eyewear comes with an unconditional 2 year warranty against frame breakage or a scratched lens. Isthmus Eye Care offers a wide selection of designer frames with styles to suit any face shape. Visit either of our 2 locations to select your next set of eyewear.

Middleton Office
7601 University Avenue Suite 102
Middleton, WI 53562
Phone: (608) 831-3366

Madison Office
3225 E. Washington Ave.
Madison, WI 53704
Phone: (608) 249-5548

ATTENTION Women in Business!

It is time to tell your story in our annual Women in Business Issue!

Deadline: July 24
Publishes: August 14

Space is limited!
Sign up early and reap the benefits!

For \$425 you will receive a 1/4 page ad which includes a 90 word write up on your business with your color photo and logo.

CONTACT: **woman**^{WISCONSIN}

Amy Newton 274-5200 ext. 202
amynewton@wisconsinwomanmagazine.com
or
Brenda Peterson 274-5200 ext. 215
brenda@ograpub.com