

Atelier to Launch Bespoke Central London Showroom

Thursday 18 September, 2014

Atelier Eyewear Limited, the world leader in bespoke eyewear online today announces that it is launching the "i-Styling Room" a unique showroom concept in a central London location where prospective customers can book appointments to get help to set up their accounts and see frame samples, materials, colours and lenses.

Highly skilled consultants will meet with customers one-on-one to discuss in-depth every detail for their perfect fitting eyewear. They will then be guided through an examination of Atelier's materials and will have their measurements taken for their custom fit eyewear.

"This is a natural progression of our online business model and allows customers more scope to see and experience our products and materials in person" said CEO Tim de Rosen.

The first i-Styling Room will be based at 1 Berkeley Street in London's Mayfair district. All bookings are taken online via a live calendar at www.atelier-i-events.com. The first appointments are scheduled to run from Monday, 6 October, 2014.

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