

ACCESSORIES & SUPPLIES

How Eyeglass Cases Are Designed

By Diane F. Drake, LDO, ABOM, FCLSA Eyewear cases come in all shapes and sizes. Here's a look at the design evolution of some unique ones.

When it comes to eyeglass cases, there's more than meets the eye (or eyewear). They're no longer just pouches to hold eyeglasses when they're not being worn—style, design, function, and lifestyle play a part too.

OUT ON THE TOWN

Having seen the need for "eyewear handbags," Cinzia Design's founder and designer, Cynthia Shapiro, created this type of eyeglass case with flare and utility in mind. For example, the Social Life model can be used as an eyewear case or carried as a chic clutch. Reposition the strap and it becomes a wristlet. It's made of a glossy lizard-embossed "pleather" with a lining of black velvet that features a magnetic closure.

Cinzia's Big Button and Little Button cases are designed for multi-functionality, combining the use of

an eyeglass case with a handbag. As the name implies, the design of these two styles incorporates the trendy look of buttons. In addition, the cases are compartmentalized to allow for either multiple eyewear or wallet organizers.

TWO IN ONE

Astucci saw a need to combine the carrying and protection of both eyeglasses and contact lenses simultaneously so it made a case that does both. Model No. AS506-3T is a large double clamshell design that carries eyeglasses as well as contact lenses and supplies. The case is made of metal covered with hard and durable PVC, which protects the contents of the case very well, and for a little added value, Astucci will custom label this case for you too.

"Clever designers have taken cases light years from their original intent of being an eyeglass holder."



Cinzia's Social Life model can be used as an eyewear case or carried as a chic clutch or wristlet.

FOUR AND MORE

Ron's Optical was founded over 30 years ago by Ron Scoppettone and is now run by his daughter, Melissa Scoppettone, who has a keen eye for fashion and design and constantly adapts to changing trends in the marketplace.

If lifestyle dictates the functionality of products, then Scoppettone was clearly listening when Ron's Optical customers said they needed something for the patient with multiple pairs. The Quad Case is configured with four compartments in a tiered designer box constructed of heavy-duty cardboard covered

in either shiny patent or textured vinyl material. Using a velveteen liner, the case includes a Velcro closure and a mirror inside.

The patient can use it for multiple pairs of eyewear or for other items, including readers, jewelry, cell phone/PDA, keys, or any small items needed while traveling. It's not only clever, it's convenient.

SIZE COUNTS

Bigger is not always better in eyeglass cases. This is why Ron's Optical uses a smaller version of a clamshell case to make the Rebound model. This case is designed to keep smaller frames from rattling around inside. What makes it unique is the elastane, or Spandex hammock-style liner, which cradles the frame and keeps it from moving around, even if it's dropped or shaken vigorously.

THE MAKING OF CLAMSHELL CASE Most clamshell designs in the marketplace are designed to ensure that eyewear is well protected, even if it is dropped or something is dropped on it. Generically, this type of case is constructed using two sheets of steel pressed into shape, which have holes drilled on both the top and bottom to allow the spring-type hinge to be attached.

If the style is to be metal only, the surface is either sandblasted or polished for a specific finish and the edges smoothed. A protective coating is then applied. In addition to a metal exterior, the outside can have any combination of materials including vinyl, leather, or fabric, as well as some exotic materials. The case interior is also molded, usually from a polyurethane material, and then glued inside. A soft material like felt completes the inside.