

FRAME SELECTION & STYLING TECHNIQUES

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Learning the Art

The benefits of frame styling techniques

- More time efficient
- Greater patient satisfaction
- Gaining preferred dispenser status
- Your patients are your walking advertisement

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OVAL

- Ideal proportions
- Chin slightly more narrow than the forehead
- High cheekbones

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OVAL

- Do:
- Frames wide or wider than the widest part of the face
- Keep frames in proportion
- Don't:
- Low dropped temples

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ROUND

- Width and length in the same proportions with little to no angles.

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ROUND

- Do:
- Slightly angular frames
- High or mid-height temples
- Frames that are wider than they are deep
- Don't:
- Excessively round or square styles

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OBLONG

- Longer than it is wide
- Long straight cheek line
- Longer nose sometimes

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OBLONG

- Do:
- Top to bottom depth
- Round, deep or low triangle shapes
- Decorative, contrasting temples
- Don't
- Dark keyhole/high bridge

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SQUARE

- Strong jaw line
- Broad forehead
- Wide chin & cheekbones

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SQUARE

- Do:
- Gently curved narrow styles
- Wider than the widest part of the frame
- More horizontal than vertical
- Frames with weight on top
- Oval shapes with centered temples

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Styling thoughts?

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DIAMOND

- Narrow at the eye line & jaw line
- Small forehead & chin
- High, dramatic cheekbones

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DIAMOND

- Do:
- Frames that are heavy on top
- Straight or rounded frame sides
- Square frames
- Don't:
- Choose lowered temple frames

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HEART

- Wide/high forehead
- High cheekbones
- Narrows gradually to the chin

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HEART

- Do:
- Wider at the bottom
- Low temples
- Rounded tops & squared bottoms
- Don't:
- Decorative or heavy at the top

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FACIAL FEATURES AND CONSIDERATIONS

•Close-set eyes: Clear bridges widen close-set eyes.

•Wide set eyes: Dark bridges make wide set eyes appear closer together.

•High Forehead: To shorten a high forehead, try a frame that is even with the brow or slightly higher.

Seven horizontal lines for notes.

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FACIAL FEATURES AND CONSIDERATIONS

Petite Fits

Large Fits

Kid's Frames

Seven horizontal lines for notes.

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What if my customer can't see what I see?

What are some descriptive words you can use?

What if the frame isn't adequate for the lenses?

Seven horizontal lines for notes.

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Conclusion



GAIN PREFERRED
DISPENSER STATUS



BE CONFIDENT AND
IN CONTROL



HAVE FUN!

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Thank you for attending!

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