

Rachel Murray Eyecare Introducing... Theo

This month we're giving you the real story behind Theo, in our humble opinion, one of the kings of the eyewear world. Theo is the brand that other eyewear designers look up to, admire and learn a thing or two from. For a small family company, they punch above their weight and have raving fans (Theo glasses wearers) in over 50 countries across the world. Theo inspires you. Theo makes you want to keep getting better. Theo reminds you that you are individual and different. And their slogan? Of course, Theo Loves You!



theo loves you

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Wim Sommers And Patrick Hoet launching Theo in New York, 1989

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To go back to the beginning, it was the love for their clients that made Wim Somers and Patrick Hoet, opticians with their own store, decide to design and present a collection under the name of Theo. It was 1987 and they wanted to offer their clients something different than the mainstream glasses that were selling at the time. So, they started from scratch, with just their ideas and passion, and in 1989, the first Theo glasses became a fact. Oh, and the name 'Theo' is an anagram of designer Patrick Hoet's last name.

"It was 1987 and were hungry. Hungry for 'a different pair of glasses'. And we were fired up to get to work! The first Theo models were launched and made a bit of a splash and the enthusiasm was contagious!" - Wim Sommers