

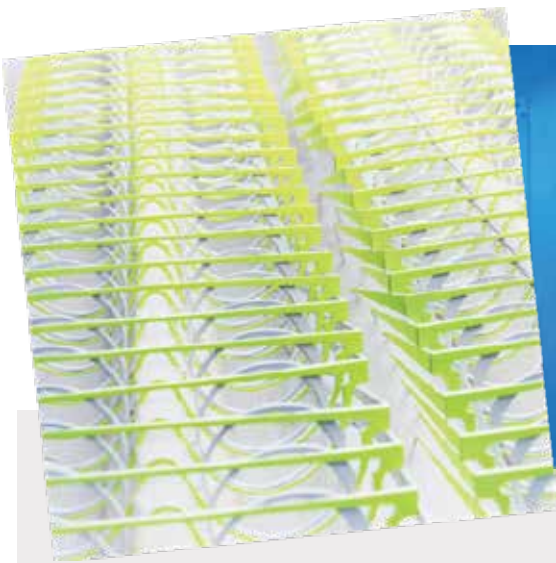
Patrick and Wim were determined to design glasses that incorporate a touch of humour, individuality and a certain 'edge'. And they've stayed true to this vision for over 30 years. "Our goal has never changed: to make glasses-wearers happy and to offer them an unforgettable experience."



Based in Antwerp in Belgium, Theo is now a company of 22 people, and still very much a family business. Wim's two sons Mik and Toon lead the company today and continue to innovate and bring smiles to the faces of glasses wearers.

## Handmade By Masters!

Earlier this year the Jones And Co. team were invited for a royal tour of the super secret factory where Theo frames are made, in the Jura in France. Kathryn, Jess and Gareth got to see the amazing process of how Theo frames are coloured and painted. Each Theo frame passes through at least 25 skilled workers' hands from start to finish so they really are handmade. Theo have made eyewear manufacture an art. Even in the factory, the workers are passionate about their craft. They know they are not just making any old pair of glasses. They are making a Theo! And they know the positive effects that a Theo frame has on people!



## Who is Theo For?

Theo is for design lovers. Those who want that little extra dimension. Whether you want a frame that whispers or shouts Theo frames can do both. With Theo the focus is always on wearability. They design frames for those with narrower face shapes. They design frames that go big, with roomier design and longer temples for larger faces. Theo will complement YOU and your individuality!

**Our goal has never changed: to make glasseswearers happy and to offer them an unforgettable experience.**

If you're ready for glasses with a new twist, innovative effects, colour tricks and comfortable, well-styled frames that are unexpectedly lightweight too, you're ready for Theo.

Better than any other frames, the Theo collection invites you to show your personality by playing with different looks. Try these frames and you'll be reminded how much glasses contribute to your own identity. Your frame can show the world who you are!

## Theo At Rachel Murray Eyecare

While the usual mainstream brands follow the trends, Theo create the trends. Theo like to be unpredictable. And this is something Theo followers love about the brand and their eyewear. Say something