

Coming Soon to Burton Road!

Monthly Newsletter | March 2024 | Fox In Your Mailbox

Welcome (About us)

Nick got his Bachelors of Science degree back in 2005 and has been working as a free lance Optometrist around the North West, in both independents and high street chain branches. Then in 2010 we took over the running of the family business alongside myself Jonathan, I am a dispensing Optician with a diploma in Contact lenses.



In our spare time we both enjoy playing tennis at the Alberts Club in Didsbury. We are both married and have one toddler each, although my family is growing and baby number two will be on their way this summer.



The Story behind our new Practice

The Fox family has been involved in Didsbury since the 1930's when our grandparents lived on Palatine Road. We knew Burton Road would be the right location to showcase what we can do and offer an effortless eyewear experience in a relaxed friendly environment.

Nick and I are 3rd generation Opticians, our Grandfather who lived in Didsbury opened his first practice in the village of Handforth back in 1965, which we successfully run to this day. Our father Michael opened up his own practice in Didsbury in 1981.

We are proud to run two practices, Fox Stevens in Handforth and M A Fox in the lovely leafy village of Poynton. When it came to opening up our very own practice from scratch we knew the location had to be Didsbury - coming full circle.

All our customers are treated like family, and we know the importance of great customer service, earning us over 200 five star reviews across our social channels.

Coming to see us at Fox Brothers will not be a "typical" Opticians visit but an experience. We like to offer a styling consultation first to determine what suits you, best then wow you with unique niche eyewear from around the world.



If you're researching Opticians and the best eyewear for you..

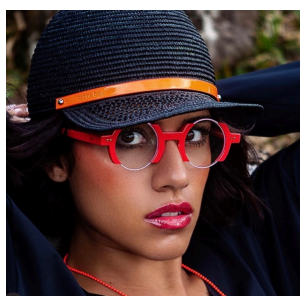
We have put together seven short paragraphs, which we thought might help. Just like every face shape is different, so is every single Opticians practice that you walk into. However lots of Opticians have similar frames displayed, rack after rack and they all seem to blend into one. What makes things different is the overall experience.

1) How long is the eye exam ?

Everywhere you go will be different. Most big chain practices allow 15-20 minutes for a sight test. That might be enough time clinically but it doesn't really give you enough time to discuss what you're after and to personalise the eye examination. At Fox Brothers we allow 45 minutes for an in-depth sight test. This allows us to ask questions and personalise everything, from that we give you the best possible advice and recommendations.

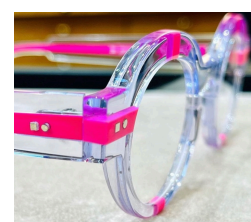
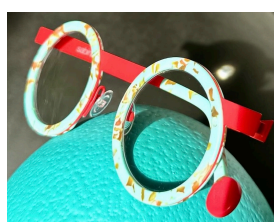
2) Do they understand style ?

If you need to wear glasses, chances are you want to look and feel good. They do more miles than anything else you own. You should feel confident and make the right first impression. Unfortunately most opticians don't understand the style aspect and see glasses just for a functional requirement. If you want to look your best in your eyewear then its essential that you get good advice from someone who has a good sense of style. Look at the environment that the optician has created. Look at the team working together. Do they have passion and a clear understanding of what they are presenting to you.



3) The truth about designer glasses

Most designer frames are produced for the mass markets. Companies have chosen less expensive frames and then decided to stamp designer logos on the side of them so they can charge a premium for these products. A select number of independent Opticians specialise in niche eyewear. These glasses are handmade and designed by small eyewear design companies who are passionate about the styles they bring to you.



4) What do their reviews say about them ?

Do they have testimonials on their website? Do they have google reviews ? If so what are they saying? Are they enthusiastic, are they sincere reviews ? This is what people are saying about us ..




 **Charlotte Jones**
2 reviews

★★★★★ 8 months ago

Johny and Nick are a really friendly pair. They take lots of time to ensure you're happy with the glasses or lenses and have a genuine interest in the customers who they are on first name terms with; they offer a personal service you wouldn't get at a chain optician. I love my latest glasses, Johny picked them out quickly knowing what would suit me and they are perfect. The hot chocolate and sweets are a bonus :-)




 **Daren Homewood**
2 reviews

★★★★★ 3 months ago

Fantastic personal service. Everyone is so friendly and took time to understand my needs and provide the very best outcome. Thank you



 **Carol Taylor**
7 reviews

★★★★★ ⓘ 2 months ago

For me, Fox Opticians are simply the best. I have been with them for a number of years now and the service they provide has always been outstanding. All the staff are warm, friendly and welcoming; nothing is too much trouble. Nick, Johnny, Christine and Julie are highly skilled in determining the lenses that are needed and making sure that your glasses are right. Before I was introduced to Fox Opticians I regularly had difficulties with getting lenses that worked for me. Foxes have sorted all that as they are excellent at problem solving. What's more, I know that the health of my eyes is carefully monitored. Last but not least, they have a wonderful selection of frames and they are expert at finding some that suit you. You end up being spoilt for choice. I can't recommend them highly enough!



Michael Hill
2023-11-18



Always a special treat to get new glasses from here. I love their careful personal attention and am always happy with the result. Thanks.



scott jackson
1 review



The service and whole experience was excellent. Really happy with my new glasses, would never of picked out the style of glasses that I was advised, but everyone keeps complimenting me and I'm really happy with them. The only downside is as a united fan I can see even better how bad they are!! I Would highly recommend MA Fox opticians.



5) What to consider before choosing your Opticians

People need help choosing glasses. With so many different faces, shapes, colour tones, personalities and needs we are not all the same, and people generally find it very hard to choose glasses. This is why we offer our effortless eyewear experience as we know you all want to look and feel good wearing them, so we make the process a joy.

6) What do they stand for ?

High street chains advertise glasses from £25.00. Online you can probably buy glasses even cheaper. You need to decide if you want the cheapest glasses available or the best quality and expert advice to help you choose the right eyewear for you.

- . We promise to supply the highest quality frames and lenses so you will get tremendous value out of them.
- . We promise that all the collections we carry will be current and represent the best of niche eyewear sourced from around the world.
- . We promise to invest in continuous education training, and that all our wear specialists are qualified so they give you the best advice possible at all times.
- . We promise to give you the best customer experience possible.

7) Do they give flexible payment options ?

When it comes to how much you want to invest in your frames and lenses, you can spread the payment of your glasses over three to twelve months with 0 % finance and no credit checks.

You will wear your new glasses for two years or more, so we thought you might like to divide the payments with no interest.

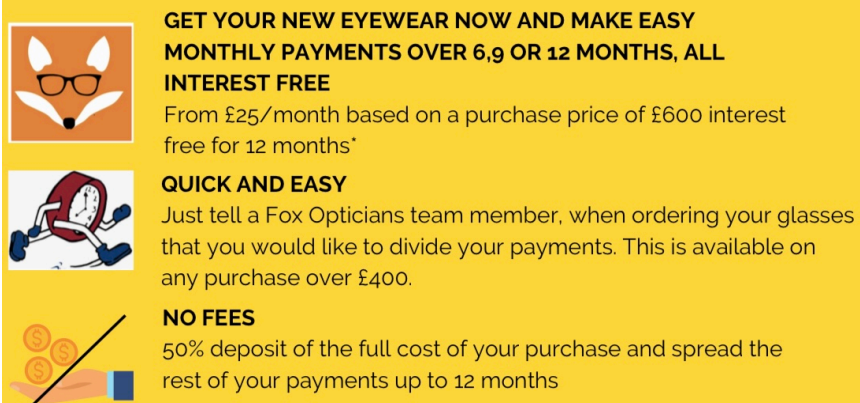
Welcome offer

We are offering **£75.00** off any frame purchased during our first three months of opening. **Please bring the enclosed voucher with you.** If you have been tested elsewhere then please feel free to bring your prescription in.

We are also offering a free styling consultation with one of our experts, with absolutely no obligation to buy from us. **Call the number below to book in.**

P.s This offer will run for three months from March - 30th of June.

p.p.s This will also be valid on prescription sunglasses.



GET YOUR NEW EYEWEAR NOW AND MAKE EASY MONTHLY PAYMENTS OVER 6,9 OR 12 MONTHS, ALL INTEREST FREE
From £25/month based on a purchase price of £600 interest free for 12 months*

QUICK AND EASY
Just tell a Fox Opticians team member, when ordering your glasses that you would like to divide your payments. This is available on any purchase over £400.

NO FEES
50% deposit of the full cost of your purchase and spread the rest of your payments up to 12 months

