10/10 Optics Adds on New Independent Eyewear Brand, SALT. Optics

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New York, NY, 4/9/2024 ? 10/10 Optics has announced that they have added a new range of eyewear to their lineup, from coastal California-based brand SALT. Optics, also known as SALT. The designer range is noted for its focus on designing eyewear that is inspired by nature?s effortless beauty, a nod to their California heritage and style. With the addition of SALT. to their offerings, 10/10 Optics reiterates their commitment as an independent optometry practice and optical retailer that is dedicated to highlighting independently designed eyewear that meets patients? needs. With the availability of SALT., patients can further express themselves with a plethora of diverse styles that have a more vintage look and feel.

?We?re so excited to be able to offer SALT. to our patients,? said 10/10 Optics co-founder and eyewear consultant Ruth Domber. ?When selecting a new line to add to our array of eyewear, I look at quality, craftsmanship, and aesthetics. My background is in styling eyewear, and I have a strong sense for what to look for that patients will respond to. We?re very discerning, and SALT. excels at bringing fashionable, effortless eyewear with both prescription options and stylish sunglasses.?

SALT. eyewear is manufactured in Japan, with major perks including full-coverage UV protection on lenses

that prevent reflective burns and damage. The brand features standout materials, like aerospace grade titanium from Japan to create functional hinges to create a line that is considered timeless, inspired by nature, and easygoing.

?As an independent practice, it?s important to us to highlight independent designers that value quality. With SALT., the materials are heirloom quality, and more sustainable than other options,? continued Domber. ?For instance, their acetate is derived from cotton seeds and wood pulp which is better for the environment: the acetate isn?t poured into injection molds or anything like that. It?s been handcrafted for over a hundred years in Japan: that kind of heritage and tradition, that dedication to quality is what we really respond to and value.?

10/10 Optics is noted for their emphasis on carrying independent lines, with SALT. being their latest addition. Part of the draw of the practice and its latest offerings are a more bespoke experience and a commitment to supporting designers who are not affiliated with major eyewear conglomerates. A rarity in the present day, 10/10 Optics and SALT. both differentiate themselves with their unique ethos, philosophy, and practices.

?When we bring in a new line,? added Domber, ?it has to synergize with our patients and what we already carry. SALT. has a very cool, subtly appealing image going on that meshes very well with what a lot of our patients are looking for. It?s understated and doesn?t try too hard, and it doesn?t need to because that exceptional base is already there ? from materials and craftsmanship to design and lens finishing ? that we really believe in and support. As an independent practice, we have to uplift designers who are doing things differently to show our patients that there are still places where you can get a curated experience like nowhere else.?

10/10 Optics is open and taking appointments for new and existing patients.

About 10/10 Optics

10/10 Optics is an independent one-stop shop primary care optometry practice and optical retailer. The practice specializes in offering unparalleled experience from providers, using their expertise to craft individualized results for patients and customers. The optical retail side carries a vast range of independently designed eyewear, and the practice is equipped to serve a wide range of patients. The staff also offer contact lenses, myopia management, pre- and post-operative care, among other services. The in-house labs add to the optical experience, as all finishings are customized. Their opticians are known as ?image consultants? who give customers ?eye makeovers? with their knowledge of their own range of products and deft eye for style.

To learn more, please visit www.1010optics.com.

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10/10 Optics

10/10 Optics is a specialty eye care and eyewear boutique, and fixture in Manhattan for over 40 years. In that time, we?ve redefined how people discover eyewear they love.

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