

Welcome to the **NEWSLETTER**



Welcome to my monthly eyewear-sunglass-style edit and newsletter where I share what I find are the most current eyewear topics or exciting updates, tips, and trends along with my picks for accessories to create great style. Thank you for being a part of our community. We hope you find this newsletter both informative and inspiring. Stay tuned for more updates and happy accessorizing!

xx Danielle



My First Year in Review

MY CLIENTS ARE MY FRIENDS,
EVEN IF THEY ARE REALLY MY
FRIENDS.

I am so happy with my decision to open a boutique and do what I love in a way that allows my skills to really shine as a true stylist and skilled optician; a rare combination.

Sunglasses are a hit in PJ, so check back for more to come and simply luxury gift/accessory products are taking off.

Along with participating in all the Village's events, I hosted in:

- April at the Annual Health Fair
- May My Mothers' Day Wish List Event & Trunk Show
- June a Maui Jim Trunk Show

Flash sales were offered randomly.

Pink Friday Boutique Crawl

November 21, 2025 | 5pm-8pm

Coming Up

YOUR INVITED TO PINK FRIDAY

Join SHOP SMALL FIRST locals at 24 shops, enjoy a fun way to let your list come to you & relax Black Friday.

- 15% off EVERYTHING
- 10 minute consultation free
- ILLA frames TRUNK SHOW
- Raffle Basket from 24 shops
- Complimentary Cocktails

See what wearable funky glasses that work looks like for a new look that still feels like you. Click ILLA below.

For details on many more events for the holidays click EVENTS below.



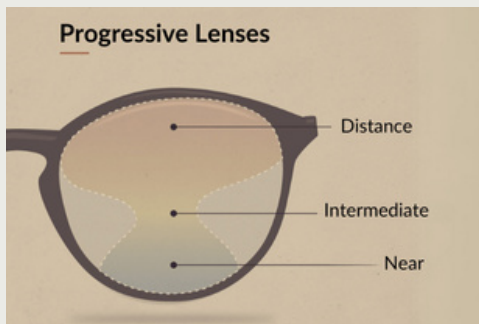
Free Resource

Glasses need adjusting when they slip down your nose. Come by and ask me tough questions you cannot seem to get answers to or solve.

THE 2 MOST COMMON VISUAL PROBLEMS I ADDRESS:

1

“How can I see up close and far away easier? I cannot see my computer well. Why did or didn’t my doctor recommend Progressive Lenses? Why do so many people swear by them and yet either I or someone I know could not get used to them? Am I missing something?”



If you would be willing to learn how to ride a bike, so to speak, to get the best tool for most common daily visual problems or want to know what you are missing, call me.

2



“I don’t drive at night anymore.” First, a current Rx to get optimal acuity is needed, but whether or not acuity is part of the problem the use of bright LED car lights keeps getting worse leaving people thinking they cannot drive at night when there are these simple tools that definitely reduce and may solve the problem.

Outfitting By Lifestyle

DANIELLE IS MAKING WAVES WITH THE LAUNCH OF HER OUTFITTINGS

Simple ways to outfit yourself for the day are pick the shoes first and the jewelry last. Another is to change up your eyewear. We all have days we are hanging with friends for lunch or in nice sweats picking up the kids or on the go to work or simply playing tennis . You have default picks for coats, shoes, jewelry for these events and eyewear is no exception. I wear my everyday glasses I feel most comfortable in that go with anything when I'm in a rush, BUT if I take a second to coordinate I pick the pair that is my vibe that day and what coordinates best.



FIND SIMPLE LUXURY ACCESSORIES BEFITTING FOR WHATEVER YOUR LIFESTYLE TO HELP CREATE A LOOK ONE-BY-ONE TO BUILD ON SO YOU HAVE GO-TO STAPLE PIECES FOR THE FREQUENT THINGS YOU DO.



Visit our new boutique space!

WE ARE IN LOVE. COME BY AND SAY HI.

Often complimented for its Brooklyn vibe, this cozy chic shop offers different eyewear, a great selection of sunglasses and simple luxury gifts & accessories.

TUE - FRI 11:00 - 5:00 & SAT 11:00 - 3:30 +
EXTENDED HOURS FOR HOLIDAYS AND CONCIERGE
APPOINTMENTS - SEE WEBSITE