

EYES ON TRADE

Birthday Sale | Rad Dads | 2020 Color Trends

FREQUENTLY ASKED QUESTIONS

How do I make an appointment?

To make an appointment for an eye exam, to shop, or for adjustments, give us a call at **(336) 727-3727**, or head over to www.eyesontrade.com and click the link for "eyewear consultation" or "eye exam".

Do I need to make an appointment to get my glasses adjusted?

In order to adhere to current social distancing guidelines, we do ask that you make an appointment before coming to the shop at this time. This will guarantee you a protected time slot with one of our opticians, and ensure your experience at Eyes on Trade is both safe and fun!

How much can I expect to pay for my new glasses?

We feature two collections that both include scratch resistant single vision lenses, an anti-reflective treatment, and a one year warranty.

The Essential Collection: \$150
The Luxe Collection: \$250



EYES ON TRADE turns TWO!

We're so excited to celebrate our second year in downtown Winston Salem!

As a "thank you" for your continued support, we are running a **SALE** for the entire month of June. With savings up to \$100, now is the perfect time to score some blue light filtering specs for all that computer work you're doing, summer shades for outdoor fun, or a few more "every day" pairs to expand your eyewear wardrobe!

* "pair" indicates frame, lens and anti reflective coating or tint. In stock items only. May not be combined with insurance or any other discounts. No rain checks. Pairs must be purchased on the same day to receive a discount.



PANTONE 2020

We might be halfway through 2020 already, but in our opinion there's never been a better time to channel the Pantone color of the year, Classic Blue. According to [pantone.com](https://www.pantone.com), this enduring shade "Instills calm, confidence, connection and highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era".

Leatrice Eiseman, the institute's executive director, explains:

"When we look at the world around us, we know that we're living with a lot of unrest, where some days we don't feel quite as secure. Blue, from an emotional, psychological standpoint, has always represented a certain amount of calm and dependability. It's a color that you can rely on."

The Essential Collection: \$150
The Luxe Collection: \$250



With father's day just around the corner, how are you planning to celebrate the paternal figures in your life? We suggest a new pair of specs! Grab a customized gift certificate and give your **#raddad** the gift of great vision, and great style.

Proud. All year long.



It's #PrideMonth, and although the parades may be cancelled there are multiple ways to celebrate your **LGBTQ+** community in June and beyond.

[How to support the community amid the coronavirus pandemic.](#)

[Your PRIDE trip may be canceled but virtual parades will still march!](#)