

EYEWEAR

FOR THE BUSINESS OF DISPENSING

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Optical Instruments

Jazzing up eyewear



Photographs by Olivier Chupeau

By Lucine Kasbarian

What do you get when you swap the roles of implements of sight, taste, and sound? In the case of Second Street Optical in Long Beach, Calif., you get an attention-grabbing display where **culinary gadgets** set a **musical tone** in an optical window. In a cabaret scenario, kitchen appliances such as **cheese graters** and **egg beaters** moonlight as **jazz trumpeters** and **clarinetists**, with **forks** for hands and **spoons** for eyes and feet. Scattered eyewear propped on their temples pose as a **dancing congregation**—giving new meaning to the words “spectator glasses.”

Window concept: “I came upon the idea by accident,” says window dresser/optician Olivier Chupeau. “Washing the dishes one night, my appliances fell on top of each other, and the utensils came to life. I liked the idea of a display that shows products serving a different purpose than what they were originally designed for.”



Store concept: Functional and professional. The shop is situated in an upscale beach town, among restaurants and boutiques. “The window theme isn’t carried into the store’s decor, but the products featured there are,” relates owner/optician Tony Canfora.

Display installation time: Several hours. Installation is done after closing. “Initially, passersby are not always sure about what we sell—but our windows stop them just the same,” says Canfora.

Estimated cost of displays: About \$300. Customers also have asked to purchase Chupeau’s statuettes.



How often windows change: About every month. “Normally we never repeat a display, but this vignette was so popular when it was installed two years ago, we brought it back again,” Canfora says. “Whether people see it when our doors are open or not, our ‘cheese grater band’ has brought us a lot of attention...and business.” **EW**