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## SOUTH END EYE OPENS OPTOMETRICS STORE AND EYEWEAR SHOWROOM 681 Tremont Street Practice Offers Full Exam Services, Latest Designer Frames and Contacts

BOSTON, MA (September 2009) – South End Eye is bringing trend setting designers -- Ermenegildo Zegna, Prada, Gold & Wood, Ray-Ban, Giorgio Armani, and Gucci among them – to the eyewear showroom of its new full-service optometric practice in Boston. Located at 681 Tremont Street at the corner of West Newton Street (next to Upper Crust Pizzeria), South End Eye is the largest store of its type in the trendy South End neighborhood, opened in time for back-to-school eye exam updates.

In recent years, eyewear has become the most ubiquitous accessory for the fashion-forward consumer, and in a community surging with artists, clothing designers, A-list eateries and sophisticated urban residents and professionals, South End Eye is vying to be a destination for everyone from executives to families and fashionistas. The private practice is the joint venture of two veterans of the eyewear merchandising and optometric professions: longtime South End resident Michele Zuccala and certified optician, Mary Keenan.

“We’ve already met a lot of neighbors who’ve stopped by with enthusiastic welcomes,” said Zuccala, “and we have the inventory to assist local clothiers and magazine fashion photographers with their eyewear fashion needs.” Earlier this year the duo was selected by the costumers of famed director Martin Scorsese to outfit actors with vintage eyewear for the movie “Shutter Island” which opens nationwide in early October.

South End Eye provides full eye exam services by independent doctors of optometry equipped with the latest, state of the art technology, fitting contact lenses, and a vast inventory of sunglasses and eyewear. The frames range in style and practicality from extreme sports to sleek designer styles to colorful children’s frames. The 1500 s/f, 2-floor store is decorated in soothing chocolates accentuated by pear green walls and accessories. A dog hitch with outside seating and a client lounge with a flat screen TV are among South End Eye’s featured amenities. Hours are: Tues, Thurs and Fri 10-6; Wed 10-7; and Sat 9-2 (closed Sun and Mon). Most insurance programs and all flexible-spending accounts are accepted. The store will also dialog on Twitter: @SouthEndEye. Walk-ins are welcome, appointments by phone: (617) 391-0088.