

Optical Express Cameron Toll Unveils Following Major Refit



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Optical Express in Edinburgh's Cameron Toll has been unveiled following a major refit, and is now poised to serve customers even better.



"The shop looks amazing," said Clare Elliot, the location's General Manager. "It's been transformed, and looks very sophisticated. It's created a great buzz."

The location has been updated to be more consistent with other Optical Express locations, with a white, modern look, and tiled flooring to replace the older, tartan carpets. The result is a brighter, and more professional looking clinic, with less visual elements detracting from the wide range of frames on display. A number of new glasses and sunglasses are now available, including frames from Dior and Givenchy.

According to Elliot, the entire team is enthused about the location's big makeover.

"The whole team is very excited about the refit," Elliot said. "We've always known that we have great products, and can offer a great shopping experience, and now the store looks brilliant as well."

The clinic is located by the south entrance of the Cameron Toll Shopping Centre, a mile and a half outside of the Edinburgh city centre. Throughout the entire refitting process, the clinic remained open.

"We really wanted to minimise any inconvenience to our customers," Elliot said. "We underwent the refit so we can provide a better experience for our

customers, but at the same time, we didn't want to close down the store in the process and put anyone out. We structured our refit as to have as little impact on our day-to-day operations as possible."

The location carries over a thousand designer [frames](#) and sunglasses, including Ray-Ban, Marc Jacobs and Gucci. The location also offers an array of contact lenses. A convenient 1-hour service is available for making glasses, so customers can have their glasses ready by the time they are finished their shopping.

Optical Express is also Europe's number one provider of laser eye surgery, with over 100 clinics across the UK and Europe, including Edinburgh, providing pre and post-operative care.

About

Optical

Express:

The Optical Express Group was founded in 1991 and is now a global leader of selected healthcare services, specialising in opticians services. The group covers optical stores, refractive [laser eye surgery](#), glasses, contact lenses as well as dental clinics.

Optical Express provides trained specialists to help patients determine which laser eye surgery treatment is best suited to their unique needs and offers the most advanced eye surgery treatments such as LASEK and [LASIK](#) eye surgery as well as Advanced CustomVue Wavefront and Intralase.

Optical Express is the leading provider of laser eye surgery in the UK and Europe, with over 100 laser eye clinics including [laser eye surgery in Edinburgh](#) and opticians offering pre and post-operative care.

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