

The i-Site has it

A closer look at a firm favourite in Chiswick

The i-site Optician's at the Chiswick High Road end of King Street W6 is becoming a popular destination in West London as word spreads about the exceptional service and range of products on offer.

This full-service optical practice stocks a great range of brands with a speciality in hand-crafted frames from niche designers and has styles spanning from funky retro to classically conservative. A range of latest designer sunglasses and sports eyewear is also available, with or without prescription.

Owner Nigel Conway travels abroad to trade fairs to seek out new trends and refreshes stock regularly to keep it up to date. "I aim to provide frame designs that will suit every fashion sense and pocket and offer a very personalised service to all customers in both clinical and retail sides of the business. We have an excellent Optometrist and rarely a testing day goes by that I don't get a positive comment about

the thoroughness of the eye examination."

Nearing its second birthday, the cool, funky laid back ambience of the store is an extension of Nigel's vision to create a customer experience that is second to none. Since opening, The i-Site has a growing number of loyal customers who enjoy the service and unique range of products on offer. An increasing level of repeat business and the glowing reports received about the whole experience is a testament to this.

Catering to both adults and kids, The i-Site truly is one of our local independents that impresses and is a great example of total customer focus. A step through the door is not just a visit but more of an experience



**The i-Site Opticians,
276 King Street,
W6 0SP
020 8222 8444
info@thei-site.com
www.thei-site.com**

