



Star FitTM
L A Z E R
J U N I O R



Evidence-driven Designs For Growing Stars

We understand that finding the perfect eyewear for little ones can be a challenging task.

That's why we have collaborated with renowned specialist Dr. Alicia Thompson, an expert in paediatric dispensing, to develop our exceptional Star Fit collection.



With a deep understanding of the facial parameters that influence frame fit, we have utilised Dr. Thompson's extensive research and data to create a range of eyewear tailored specifically for children.



**SCAN ME TO
VIEW OUR VIDEO**



My glasses keep falling down my nose Amalie, aged 4

Star Fit frames are designed for a child's developing nose which is wider, flatter and lower than that of a small adult. The result will be a more stable, comfortable fit that does not slide down the nose.

My glasses hurt my ears

Lily, aged 5

Balancing the weight of the frame is vital to a comfortable fit; Star Fit frames have adjustment properties to allow perfect balance and comfort.

What makes them special?

My toddler keeps pulling off his glasses

Mum of Teddy, aged 3

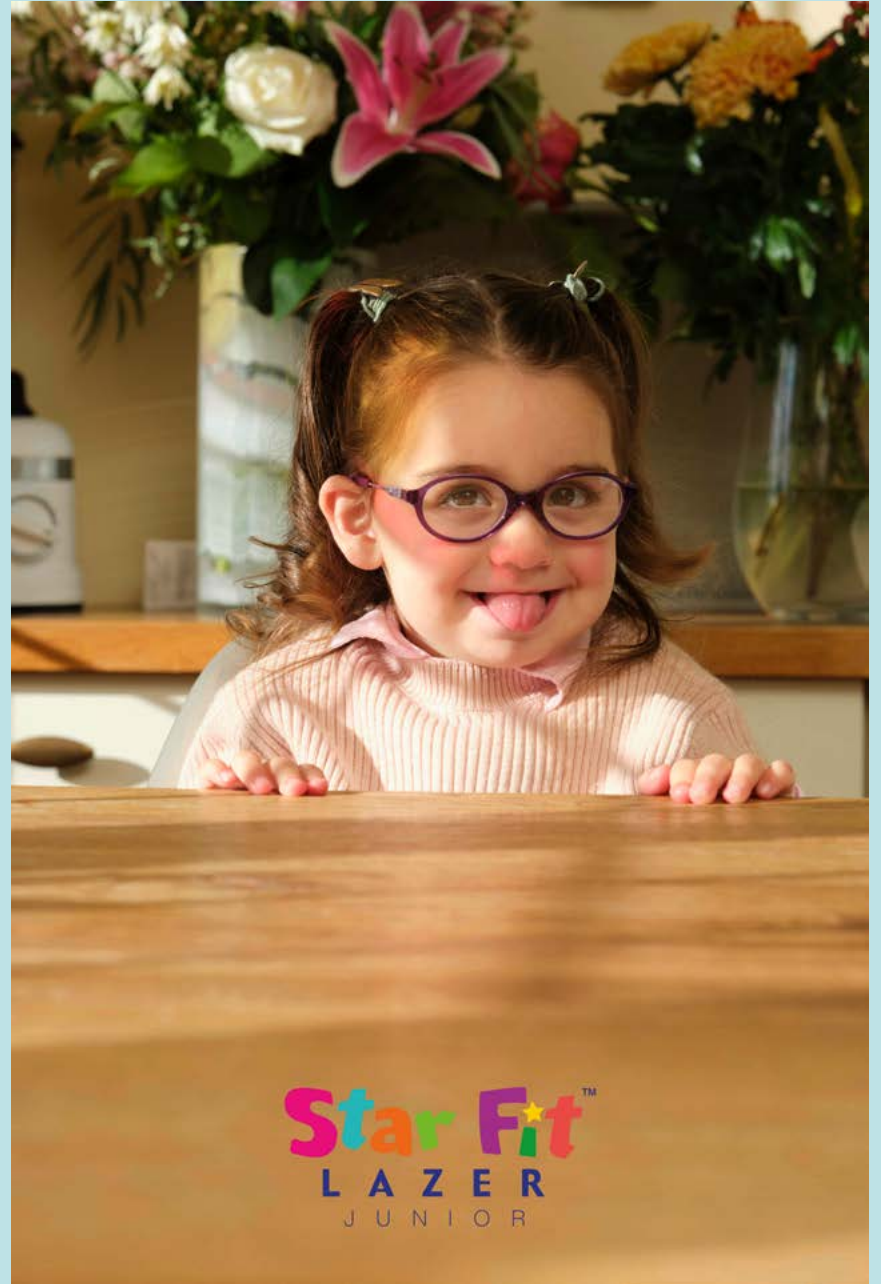
Each Star Fit frame comes with a strap, if needed, but a frame that fits properly will undoubtedly be more comfortable and tolerated much more by all children.

It's blurry when I look up oscar, aged 6

Even the lens shape has been designed with the knowledge of how a small child regularly looks upwards in this adult-designed world.

I'm looking for an eco-friendly option Mum of Arthur, aged 4

The acetate we use in our frames is eco-biodegradable. Furthermore, our metal frames are crafted from recycled metal (excluding the hinges), demonstrating our commitment to minimising our ecological footprint.



Star Fit[™]
LAZER
JUNIOR

Perfect for little stars

Frame Features & Benefits

★ **Ergonomically designed shapes** to fit 2-6 years old based on facial dimension research by Dr. Alicia Thompson.

★ **Rubber tips** have grooves near the front to help with cutting the tip shorter.

★ **Strap available** with every frame and fits into the hole at the temple tip.

★ **Hand-drawn pattern** on the temples with embossed print.

★ **Rubber temple tip** for extra grip and comfort.

★ **Pantoscopic angle** is between 0° - 4° to make sure that the child sees through the lens at the correct angle.

★ **Round core metal temples** can be cut down to reduce overall length.

★ **Some of the models have special plastic nose pad arms** to give a better fit which can be moved into a second height position.

★ **Eco-biodegradable acetate.**

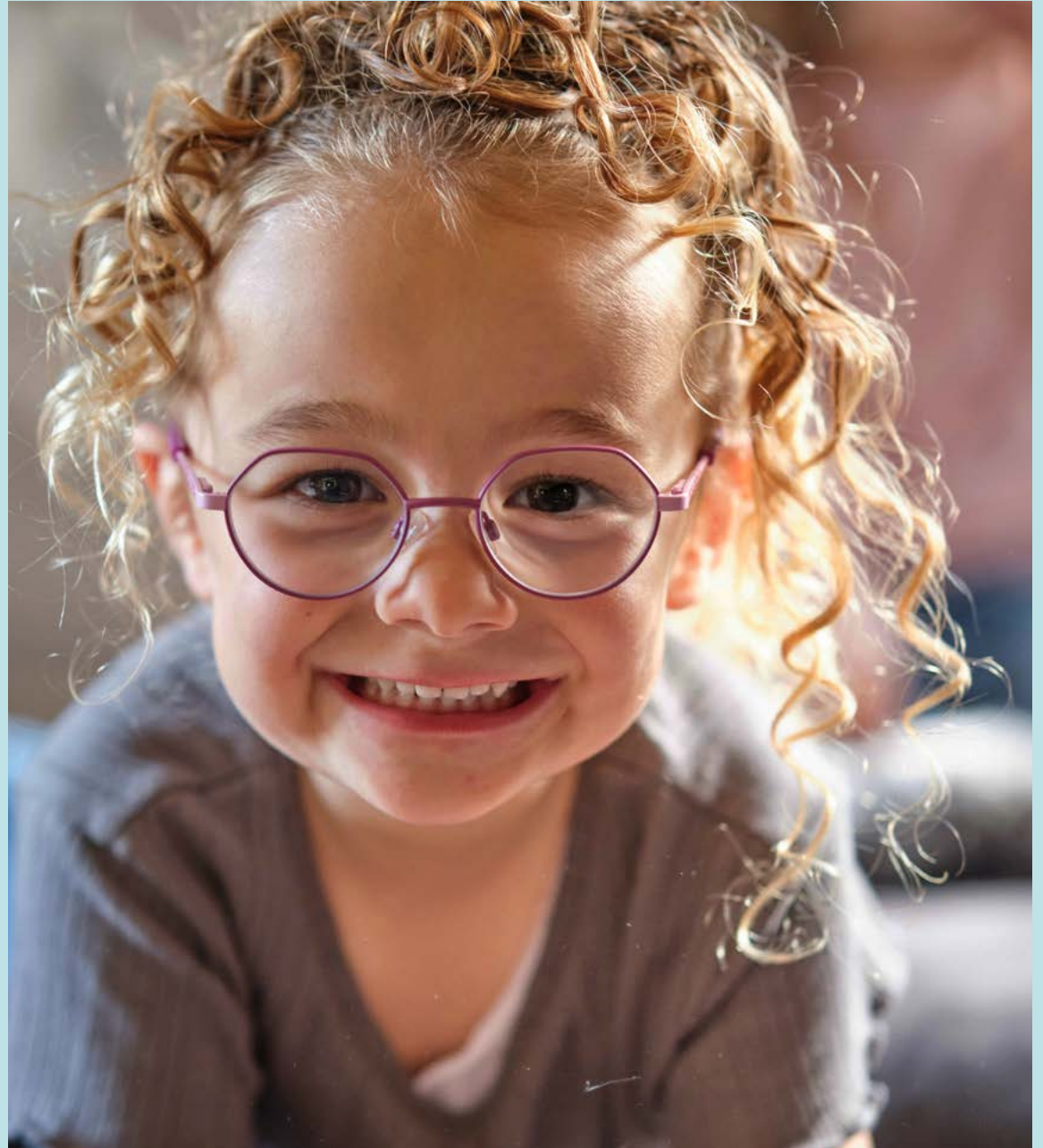
★ **Recycled metal** (excluding hinges).

★ **Frame has extra acetate** built into the back of the lug allowing more adjustability and ensuring the frames fit perfectly.

Discover our Collection

The initial Star Fit collection includes eight models, each in two fabulous colours - offering something for everyone.

Read on to discover more.





01

SIZE: 39-16-115

Star Fit 01 is an oval-shaped frame available in the enchanting hues of Blue and Purple, it's perfect for those who love to stand out.

The nose pads on Star Fit 01 can be adjusted into two different positions to suit the wearer's face. The temples of this unique frame feature a raised print that's truly a work of art. A hand-drawn lion takes center stage, capturing the essence of strength and courage. Paw prints remind us of our furry friends, adding a touch of playfulness, and tree details symbolise our commitment to sustainability.

01 Blue

SIZE: 39-16-115



01

Purple

SIZE: 39-16-115



StarFit[™]
LAZER
JUNIOR

Perfect for little stars

02

SIZE: 39-14-115

The colours of Star Fit 02 are frosty Blue or icy Crystal. A rounded oval frame perfect for little stars.

The nose pads on Star Fit 02 can be adjusted into two different positions to suit the wearer's face. The temples of this frame are adorned with a delightful raised print featuring hand-drawn penguins. Snowflakes add a touch of magic, as they twirl and glisten in the winter air. Trees and mountains pay homage to the beauty of the great outdoors. Let these frames be your stylish companions on your snowy adventures.



02

Blue

SIZE: 39-14-115



Star Fit[™]
LAZER
JUNIOR

Perfect for little stars

02 Crystal

SIZE: 39-14-115



03

SIZE: 39-15-115

Star Fit 03 is a rounded unisex frame. A whimsical hand-drawn raised celestial print adorns the temples of this frame.

The hand-drawn spaceships add a touch of interstellar adventure whilst the pattern is completed with planets, the moon and a sprinkling of stars.

Whether you choose the playful Navy or the serene Pink, you're sure to make a statement that's truly out of this world.



03 Navy

SIZE: 39-15-115



03

Pink

SIZE: 39-15-115



04

SIZE: 42-16-115

Introducing Star Fit 04, where style meets prehistoric adventure! This rounded frame is available in two captivating colour choices, Navy and Rose.

The temples of this frame boast a fascinating raised print, featuring charming hand-drawn dinosaurs, each with its unique character, ready to add a dash of fun to your look. Follow their playful footprints and let your imagination roam the ancient lands.



04

Navy

SIZE: 42-16-115



04

Rose

SIZE: 42-16-115





05

SIZE: 41-15-115

Star Fit 05 is a fabulous oval frame, available in two delightful colours: Blue and Pink.

The temples of the blue frame are adorned with an intricate raised print, featuring hand-drawn doodles of lasses, music notes, eyes and “xo’s”, lightning bolts that express creativity and love for life.

Whilst the temples of the pink frame bring a touch of enchantment with hand-drawn unicorns, fluffy clouds, rainbows, twinkling stars, and cute hearts. These whimsical elements add a touch of magic to your everyday look.

05

Blue

SIZE: 41-15-115



05

Pink

SIZE: 41-15-115



06

SIZE: 42-16-120

The perfect safari adventure under the starry African sky awaits! Star Fit 06 is a charming rounded oval frame, available in two captivating colours: Blue and Purple.

The temples of these frames boast a mesmerising, raised print with hand-drawn safari animals, evoking the spirit of the wild. Picture majestic lions, graceful giraffes, and playful elephants etched in exquisite detail. Stars in the design twinkle like the night sky on an African savanna, adding a touch of magic to your style.



06 Blue

SIZE: 42-16-120



06 Purple

SIZE: 42-16-120



07

SIZE: 44-17-120

Get ready to unleash your inner monster. Star Fit 07 is a bold angular metal frame, available in two striking colour choices: Black and Pink.

The temples of these frames feature a raised print, showcasing hand-drawn monsters with delightfully fuzzy fur, each with its own unique personality. These friendly creatures add a touch of whimsy and playfulness to your style, making your look truly unforgettable.



07 Black

SIZE: 44-17-120



07

Pink

SIZE: 44-17-120



Star Fit[™]
LAZER
JUNIOR

Perfect for little stars

08

SIZE: 43-17-120

Journey through the heart of the wild, Star Fit 08 is the perfect metal round eye. Available in two captivating colours: Blue and Purple.

The temples of these frames boast a mesmerising, raised print with hand-drawn safari animals, evoking the spirit of the wild. Picture majestic lions, graceful giraffes, and playful elephants etched in exquisite detail. Stars in the design twinkle like the night sky on an African savanna, adding a touch of magic to your style.



08

Blue

SIZE: 43-17-120



Star Fit[™]
LAZER
JUNIOR

Perfect for little stars

08 Purple

SIZE: 43-17-120



Star FitTM
LAZER
JUNIOR



Packaging & POS

Case

Case made from rPET
Size: 160 x 65 x 40mm

Cloth

Cloth made from rPET
Size: 150 x 150mm



Presentation Box

Holds the full Star Fit collection plus an extra compartments for case, cloth, straps and nose pads.



Point of Sale

Logo Block

Recycled paper insert in an acrylic photo block



Size: A6

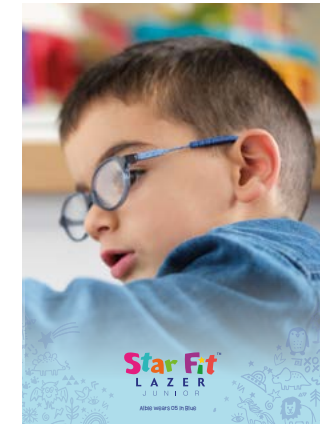
Code: STAR/LOGOINSERT/01
& CEL/A6MAGFRAME

Poster

250g FSC silk paper poster with hanging poster grippers. Fully recyclable after use.

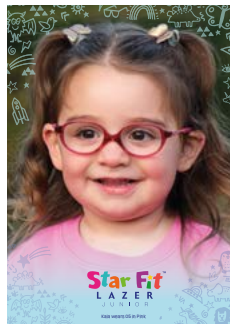
Size: A1

Code: STAR/A1POSTER/01
& A1/POSTERGRIPPER



Showcard

Showcard with strut back printed on 450g silk card with an eco-matt laminate. Fully recyclable after use.



Size: A5

Code: STAR/A5SHOWCARD/01

Giveaway Stickers

Uncoated Paper Stickers

Size: 4cm x 4cm

Code: STAR/STICKERS

Qty: 20 per design



Star Fit™
L A Z E R
J U N I O R



PART OF MILLMEAD OPTICAL GROUP