

# Look Sven-tastic this Summer

Submitted by: Proof

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Look Sven-tastic this summer!

He's cool, calm and collected – and never gives anything away. So what is Sven Goran Eriksson's secret weapon for success? His focus, his vision and...his Swedish, cool-as-ice style. Rest assured that as he keeps a close eye on the England squad in Portugal this summer, he will do so with his trademark, "ice blue diamond" Customlight glasses, available only at Vision Express.

Made of space-age hypoallergenic polyamide with no screws or metal parts, Customlight glasses weigh as little as 14 grams. In order to make a pair, six unique measurements are taken to ensure a perfect, personalized fit. The earpieces are made from a thermoplastic material, so no matter how much you move around, your glasses won't. And if you're in a hurry, most Customlights frames can be made-up within an hour. Beckham may have his very own, custom-made boots, but at Vision Express, everyone can have tailor-made glasses, just like Sven.

Customlights are available exclusively at Vision Express stores nationwide – and across Europe at Vision Express' sister store (Grand Optical) – priced at £149, including standard single vision lenses. There are eight shapes and nine colours to choose from, so whether you're an ice-cool Swede or a red-blooded Italian, there'll be something to suit all tastes and styles.

As an added bonus, Vision Express has launched its Grand Advantage Card, which allows customers to get their glasses repaired or replaced at over 300 stores in 10 European countries, including Portugal. A first for the UK optical market, the Grand Advantage card offers unsurpassed service to glasses wearers. As well as receiving totally tailored eye care and eyewear solutions in the UK, cardholders are guaranteed to receive the same level of service whether they are in Portugal or Portsmouth, Madrid or Manchester.

Sven shops at the Oxford Street store but to find your nearest Vision Express please call the customer information line 0800 73 80 90 or visit [www.visionexpress.com](http://www.visionexpress.com).

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