

# Mr Igarashi

## What is your background ?

While attending university, I worked part-time at a restaurant. After graduating in 2023, I joined Iwaki Optical, one of the top optical industry chains. I was hoping to find a job that involved building relationships.



## Tell us about your profession...

My official job is to manage the practice, where I sell glasses that are both medical equipment and fashion items. Even after 20 years in this field, I still often face tricky sales situations. I try to match my customers' desires with their medical prescriptions, which makes my job exciting because it's not just about selling products. I have been working at the Tamagawa store for five years now and have created special bonds with many of my regular customers who I enjoy taking good care of.

## Tell us about your business and how it has evolved?

I always consider the feelings and needs of our customers. To improve their experience, I try to put myself in their position and understand what they are looking for by communicating with them. Regardless of the glasses and contact lenses we offer; the most important thing is to understand their needs precisely. Every day I learn how crucial customer relations and honesty are.

## How is Lafont brand that meets the expectations of the moment?

Lafont is always introducing new color combinations we would never have thought of. We look forward to their new releases and hope they continue to stoke our pleasure in discovering their new collection. If they come out with a men's collection again, I'd be delighted to try on a few models!

## What is your first Lafont memory?

KENYA is my first Lafont and my first frame after joining Iwaki. After three months in Iwaki, while attending a color coordination training class, my colleague suggested I try KENYA. It was an acetate frame laminated with a light blue layer, like I'd never seen before. I keep this frame at hand, never to be put away.

## What does the brand represent?

All else aside, it is color. When I coordinate my clothes in the morning, I use a Lafont color combination as reference.

"For me, Lafont is a teacher of colors."

## Your favorite Lafont frame?

BORGIA. When BORGIA launched, I was working at the Ebisu shop. In this shop, Lafont frames represented 50% of the total stock. BORGIA was very popular and sold well, especially the aubergine (color 347). If I'd been a woman, I would have bought it myself. The names of each model in the Lafont collection are remarkable and easy to remember. I remember the names even though the frames were launched a few years ago.

## Is eyewear only a fashion accessory

Eyewear is a crucial part of my life. I always carefully select my glasses for different scenarios. For example, when I go fishing or riding my motorbike, I consider what kind of glasses to wear. Frames serve both fashion and function, offering people a variety of styles and colors to choose from. In the future, glasses will continue to be a significant part of my life. In addition, I am delighted to have established long-term relationships with customers who prioritize their glasses in their lives.

lafont.