



**For Immediate Release**

**Contact: Rob Grover  
Esque Eyewear  
(215) 923-1523**

**HIGH FASHION MEETS HIGH TECH AT ESQUE EYEWEAR  
- Old City's Premier Optical Boutique Launches New & Improved Lab on 1st Friday -**

Philadelphia, Pa. (September 18, 2006) – Esque Eyewear, Old City's premier optical boutique for fashion eyewear, is introducing its new and improved prescription finishing lab. The launch will take place on First Friday, October, 6, 2006 starting at 6:00 p.m.

Esque Eyewear is primarily known for having the world's finest designer eyewear collections. However, with the launch of its state-of-the-art lab, Esque will become a true full-service optical boutique, offering the latest styles in frames as well as an in-house prescription finishing lab.

Rob Grover, owner of Esque Eyewear, is a board-certified optician with over fourteen years' experience. He personally hand-crafts eyewear using only top-of-the-line laboratory machinery and the finest-quality lenses.

The lenses used at Esque are made of high-index materials that are thinner, stronger, more elastic and optically purer than standard materials used at most optical chain stores. Targeted to consumers who consider premium quality important, these lenses are particularly suitable to those who value aesthetics, require thinness and demand optical purity.

“We are inviting the public to our newly-remodeled laboratory so they can actually see where their glasses are made,” said Mr. Grover. “We do not outsource. Everything is completed on the premises by me personally using only the highest optical technology and best lenses available.”

With lines like Fred, Salt and John Varvatos, Esque Eyewear is already considered a fashion leader for frames. Now with its state-of-the-art laboratory, Esque is in a class by itself when it comes to full-service optical boutiques.

Esque Eyewear is a full-service optical boutique, offering clients educated personal consulting, beautiful and unique eyewear collections and amazing lens options that meet all prescription needs.

Esque has been featured on CBS3, and in *The Philadelphia Inquirer* and *Philadelphia Style Magazine*. Esque is located at 53 N. 3<sup>rd</sup> Street in Old City. Hours of operation are as follows: Tuesday through Saturday 11:00 p.m. to 7: 00 p.m. and Sunday 11:00 to 5:00 p.m. Esque is closed on Monday. For more information call (215) 923-1523 or go to [www.esque-eyewear.com](http://www.esque-eyewear.com).

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**(215) 923-1523**

**53 N. 3<sup>rd</sup> Street**

**Philadelphia, PA 19106**