

# FROM THE BEGINNING

In September 1946, two young entrepreneurs partnered to create Optoplast Manufacturing Company Limited.

In the 40 years that followed, Walter Conway and Herbert Thorn enjoyed great success as they developed technology such as the PIMO machine, an innovation that would shape the way spectacles were manufactured worldwide.

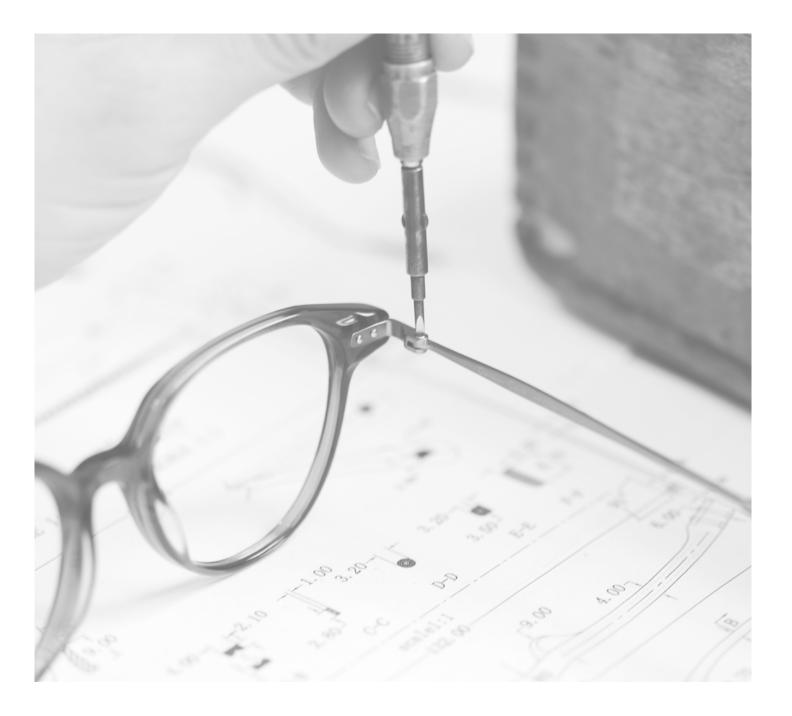
Today, James Conway and Daniel Thorn are continuing this legacy. Using seven decades of industry experience, they have created their own collection of frames using materials and techniques that would make Walter and Herbert proud.



# DESIGNED WITH LOVE

Our design team have lovingly developed a striking collection of frames using a combination of classic techniques and modern technologies. Every frame boasts striking colour combinations of the best globally sourced acetates.

Smooth contours reminiscent of shapes from the 1940's make the frames irresistibly tactile.



# MANUFACTURED WITH CARE

Each frame is skilfully crafted in our factory in England by specialist technicians who ensure every frame is worthy of the Walter & Herbert stamp.

The frames are thoroughly tested in our own UKAS accredited laboratory to certify that each frame not only looks and feels beautiful, but exceeds the British Standards of quality, performance and safety.

# **OUR TIMELINE**

### 1946

### 1948

Walter Conway and Herbert Thorn moved to the quintessentially English town of Guildford in Surrey. where they established the headquarters for Optoplast Manufacturing Co. Ltd. With an initial staff of 6, surrounded by rolling hills and cobbled streets. this small team of workers were soon to make a name for themselves within the optical industry



Walter & Herbert worked closely with the National Health scheme to launch the first range of optical frames for the NHS, whilst Walter began work on the PIMO machine.

1951

The PIMO machine was launched and put into production, inserting metal reinforcements into acetate spectacle sides with absolute precision an innovation that changed the way spectacles were manufactured worldwide. With 80 staff at work, Walter and Herbert were able to produce two temples a second, exporting more than five million a year to 11 countries.



Walter and Herbert's flourishing business relocated to a new. larger factory in Surbiton, spanning over 10,000 square feet on the outskirts of Surrey.

1967

At the age of 32, Walter's eldest son Gary joined the company. Like his father, Gary's charm and aptitude helped to negotiate new opportunities for the business. Over the next year Optoplast became the largest producer of spectacle frame sides in England.

1982

### 1985

Following Herbert's retirement, his son Daniel joined the company.



The business relocated to Liverpool and set up manufacturing in Manchester. Gary and Daniel were appointed Joint Chief Executives.

This was a milestone in the history of Walter and Herbert as the company was now in the hands of the second generation Conways and Thorns.





# **OUR TIMELINE**

### 1999

Gary's son James joined the company. 21 years old and fresh from university he quickly demonstrated his father's entrepreneurial spirit and a passion for optics. A new design office opened in Weybridge, just 30 minutes from central London.

2006

#### 2012 Newly appointed Joint

Chief Executives James and Daniel set up Optolab, a UKAS accredited testing lab that gave the company unique competitive advantage ensuring the quality, performance and safety of every frame they produced.

The first production machines arrived allowing Optoplast to make beautiful eyewear in Liverpool. England.

2014

Walter & Herbert, made in England eyewear is launched signifying an exciting new chapter for the company. Deeply engrained in heritage, the brand benefits from three generations of industry expertise. Paying homage to Walter Conway and Herbert Thorn. Walter & Herbert frames deliver a versatile range of styles that are beautifully designed and crafted in England.

2015

Since the launch in 2015, Walter & Herbert eyewear has grown in popularity with the UK independent market and can now be found in many opticians from Glasgow to Plymouth and beyond.

2018

To promote the brand further, we've designed and installed over 70 bespoke window displays across the UK.



Walter & Herbert is now distributed worldwide throughout Europe, Asia, Africa, Australia, Central and South America.









# **POINT OF SALE & MERCHANDISE**



# **POINT OF SALE**

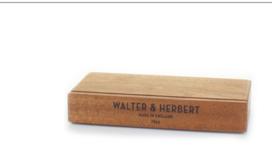




Order code: WHMIRROR



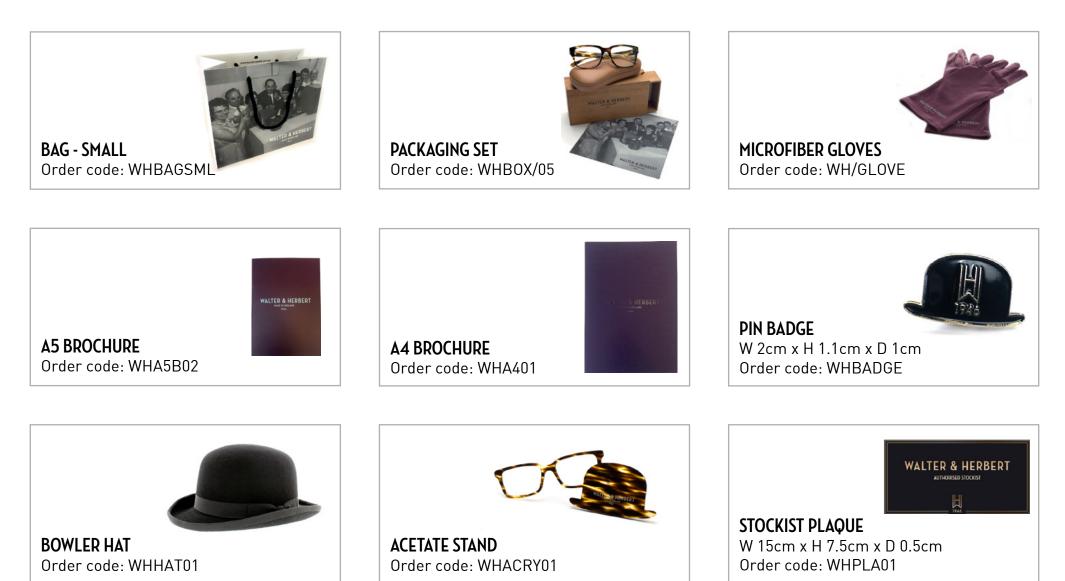
**DISPENSING TRAY** W 35cm x H 3cm x D 20cm Order code: WHTRAY



LOGO BLOCK WITH INSERT W 14.5cm x H 2.5cm x D 7.5cm Order code: WHBLOCKKIT



# **POINT OF SALE**



# WINDOW DISPLAY EXAMPLES

We support our stockists with the design and materials needed to create unique window displays.

























# **EVENT DISPLAY EXAMPLES**

We often exhibit at the optical shows around the world and we've also held afternoon tea parties to train staff about the brand and products.

WALTER & HERBERT

1946

# CELEBRITY & BLOGGER ENDORSEMENTS





# THE MADE IN ENGLAND COLLECTION



### ASTELL

This stylish and elegant frame complements the natural grooves of the brow line and lifts the eye for a sophisticated look. The four colourways each combine unique hues that convey a clean and attractive style.

#### SIZE:

53mm - 17mm - 140mm Also available in Asian Fit

#### NAMESAKE:

Mary Astell, writer

COLLECTION: C1 - P	VEARL SHADOW	C2 - BLUSHED TORT	C3 - SMOKED SCARLET	C4 - ELDERBERRY WHISKEY
Ladies Optical	WHASTI	WHAST2	WHAST3	WHAST4

### AUSTEN

The chic combination of acetate and etched metal gives this round eye frame a trendy and easy-to-wear charm. The natural warm colours offer simplicity and style.

**SIZE:** 49mm - 19mm - 140mm

NAMESAKE: Jane Austen, writer

**COLLECTION:** Ladies Optical



C1 - BLAKE SLATE WHAUS1 C2 - CRIMSON FLAME WHAUS2 C3 - PINK CHAMPAGNE WHAUS3

### **BELL - NEW!**

Bell is a classic rounded square frame in three easy to wear colours - C1 in Golden Topaz offers the wearer a vibrant tortoiseshell, C2 in Raspberry wows with it's vibrant hue and C3 is a classic, yet stylish Black Slate.

SIZE:

49mm - 16mm - 140mm

NAMESAKE: Vanessa Bell, Painter & Designer

#### **COLLECTION:**

Ladies Optical

C1 - GOLDEN TOPAZ WHBELO1

C2 - RASPBERRY WHBELO2 C3 - BLACK SLATE WHBELO3

### BLACKWELL

A soft rectangular frame with etched metal temples. Blackwell comes in three enticing colourways; Crimson Flame, Burnt Caramel and Midnight Teal.

**SIZE:** 51mm - 16mm - 140mm

NAMESAKE: Elizabeth Blackwell, Physician

**COLLECTION:** Ladies Optical

C1 - CRIMSON FLAME WHBLA1

C2 - BURNT CARAMEL WHBLA2 C3 - MIDNIGHT TEAL WHBLA3

### BRONTE

Feminine and classy, Bronte is a traditional and sophisticated style. Whilst they appear to be contemporary and stylistically subtle, the frames uniquely complement most face types.

#### SIZE:

51mm - 18mm - 135mm Also available in Asian Fit

NAMESAKE: Emily Bronte, writer

#### COLLECTION:

Ladies Optical

C1 - ELDERBERRY WHISKEY WHBRON1 C2 - GOLDEN MARBLEWOOD WHBRON2 C3 - JET ROUGE WHBRON3

### BROOKE

Brooke's flattering cat eye shape helps to promote the glamorous feel that this frame already exuberates. The clean and refined style delivers a stylish, classic look whilst remaining relevant to modern taste.

#### SIZE:

55mm - 14mm - 135mm Also available in Asian Fit

#### NAMESAKE:

Jocelyn Brooke, writer

**COLLECTION:** Ladies Optical CI - BURNT MAPLE WHBRO1 C2 - MEDIUM ORCHID WHBRO2 C3 - SLATE GREY WHBRO3



### BRUNEL

Brunel is distinguishably bold, square and smart. It has a refined look that is supported by the smooth, well-polished metallic grey and black colourways.

#### SIZE:

54mm - 16mm - 140mm Also available in Asian Fit

#### NAMESAKE:

Isambard Kingdom Brunel, engineer

COLLECTION:

Gentlemen's Optical

C1 - NAVY HAZE WHBRU1 C2 - GREY SMOKE WHBRU2

C3 - BLACK SLATE WHBRU3

### **BYRON**

A suave and refined frame, Byron delivers a larger, yet equally stylish version of the Kipling frame. With larger features designed to suit larger face shapes, Byron exudes elegance and timeless sophistication.

#### SIZE:

56mm - 17mm - 140mm Also available in Asian Fit

#### NAMESAKE:

Lord Byron, poet

**COLLECTION:** Gentlemen's Optical C1 - OLIVE ROSEWOOD WHBYR1 C2 - RUSSET SPRUCE WHBYR2 C3 - ARCTIC MIDNIGHT WHBYR3

### CHURCHILL

Churchill is a modern take on a retro style. The enticing colourways on this frame help to deliver a strong, confident statement, reminiscent of timeless classics.

#### SIZE:

49mm - 21mm - 140mm Also available in Asian Fit

NAMESAKE: Winston Churchill, former British Prime Minister

#### COLLECTION:

Unisex Optical

C1 - GOLDEN TOPAZ WHCHUI C2 - BLACK SLATE WHCHU2 C3 - CHAMPAGNE MARBLEWOOD WHCHU3 C4 - GREY SMOKE WHCHU4

### COOK - NEW!

Cook is a square frame with pin detailing on the edges and a keyhole bridge - a popular feature in the Made in England collection. Cook's colour choices are inspired by nature offering Black Slate (C1), Flaming Ember (C2) or Olive Dusk (C3). A quirky choice for any wearer.

**SIZE:** 49mm - 20mm - 145mm

NAMESAKE: James Cook, Explorer

**COLLECTION:** Gentlemen's Optical

WALTER & HERBERT MADE IN ENGLAND 1946



CI - BLACK SLATE WHCOOOI C2 - FLAMING EMBER WHCOOO2 C3 - OLIVE DUSK WHCOOO3

### COWLEY

An amplified take on the popular round eye, Cowley adds a bold, contemporary statement to any look.

#### SIZE:

44mm - 23mm - 145mm Also available in Asian Fit

NAMESAKE: Abraham Cowley, poet

COLLECTION:

Gentlemen's Optical



C1 - MIDNIGHT EMBER WHCOW1 C2 - FLAMING EMBER WHCOW2 C3 - VEILED SAPPHIRE WHCOW3

### DAVISON

Davison is an angular round eye frame in opaque acetate with etched metal temples. Rounded in shape, this unique and elegant frame adds a stylish statement to your wardrobe.

**SIZE:** 49mm - 18mm - 145mm

NAMESAKE: Emily Davison, suffragette

**COLLECTION:** Ladies Optical



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C1 - PROSECCO BLUSH WHDAV1 C2 - ROYAL PACIFIC WHDAV2 C3 - SEA BREEZE WHDAV3

### DEFOE

A refreshing combination of acetate fronts and tips with etched metal temples. Defoe offers three colours - a striking yet classic black, a warm opaque olive and a best-selling opaque blue.

**SIZE:** 52mm - 16mm - 140mm

NAMESAKE: Daniel Defoe, Writer

COLLECTION:

Gentleman's Optical

C1 - BLACK SLATE WHDEF1 C2 - OLIVE DUSK WHDEF2 C3 - ROYAL PACIFIC WHDEF3

### DICKENS

Cool, clean and classy. Dickens is undeniably stylish. The square, bold frame features subtle details that promote the uncomplicated, masculine style of the frame.

SIZE:

53mm - 17mm - 140mm Also available in Asian Fit

NAMESAKE: Charles Dickens, author

**COLLECTION:** Gentlemen's Optical

C1 - TUSCAN OAK WHDIC1 C2 - LAVENDER CRYSTAL WHDIC2 C3 - BLACK SLATE WHDIC3



### ELGAR

A simple and classic style frame to suit most face shapes with two tone quirky temples to add a touch of individuality.

#### SIZE:

48mm - 19mm - 145mm Also available in Asian Fit

NAMESAKE:

Edward Elgar, composer

**COLLECTION:** Unisex Optical M M M M

#### FLEMING

Fleming is a bigger frame suited to those with larger face shapes. Nonetheless, Fleming maintains the confident and retro look of the Churchill whilst providing a larger bridge which is perfect for wider face profiles.

#### SIZE:

51mm - 22mm - 140mm Also available in Asian Fit

#### NAMESAKE:

Ian Fleming, author

**COLLECTION:** Unisex Optical C1 - GOLDEN TOPAZ WHFLE1

**C1 - MIDNIGHT SAPPHIRE** 

WHELG1

C2 - BLACK SLATE WHFLE2

**C2 - BLACK SLATE** 

WHELG2

C3 - CHAMPAGNE MARBLEWOOD WHFLE3

**C3 - BURNT EMBER** 

WHELG3

C4 - GREY SMOKE WHFLE4

**C4 - ARCTIC MIDNIGHT** 

WHELG4



### GLANVILLE

Glanville, a petite frame available in a mixture of unique, but subtle colours, with a laminated brow-line. Easy-towear, this model is sophisticated and stylish, offering an everyday look.

**SIZE:** 49mm - 18mm - 140mm

NAMESAKE: Eleanor Glanville, English Entomologist

COLLECTION:

Ladies Optical

C1 - MIDNIGHT EMBER WHGLAO1

C2 - CRIMSON TORT WHGLAO2 C3 - BLACK SLATE WHGLAO3

### HANDEL

Featuring a modern combination of metal and acetate, Handel boasts an 80's fashion vintage feel. The quirky double bridge adds character creating a timeless, unisex frame.

**SIZE:** 51mm - 21mm - 145mm

NAMESAKE: George Frideric Handel, composer

**COLLECTION:** Unisex Optical



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C1 - SEPIA MARBLEWOOD WHHAN1

C2 - STORM GREY WHHAN2 C3 - GOLDEN TORT WHHAN3

### HEPWORTH

A soft rectangular frame with twotone detailing in warm autumn hues. The simple colours and shape ensure Hepworth is easy to wear and works with many face shapes.

#### SIZE:

53mm - 15mm - 140mm Also available in Asian Fit

NAMESAKE: Barbara Hepworth, artist

#### COLLECTION:

Ladies Optical

### HOGARTH

A gallant style with alluring angles, Hogarth combines the classic appeal of a round eye with exaggerated end pieces for a unique retro look. Very charismatic this style is for those who like to turn heads.

#### SIZE:

51mm - 21mm - 145mm Also available in Asian Fit

#### NAMESAKE:

William Hogarth, painter

**COLLECTION:** Unisex Optical

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C1 - MIDNIGHT EMBER WHHEPW1 C2 - SCARLET EMBER WHHEPW2 C3 - AUTUMN VIOLET WHHEPW3



C1 - CHERRY EMBER WHHOG1 C2 - MIDNIGHT EMBER WHHOG2 C3 - LAVENDER CRYSTAL WHHOG3

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### HUXLEY

A retro style with a refined, modern feel. Huxley is a slimmer design in four unique colour ways that exemplifies Walter & Herbert's style.



### **KIPLING**

Simple and clean, the modestly stylish Kipling has a distinctive blend of two complementary colours that further highlights the frames aesthetic. Two neat metal pins on the front and sides give a classic retro finish.

#### SIZE:

54mm - 17mm - 140mm Also available in Asian Fit

#### NAMESAKE:

Rudyard Kipling, writer & poet

**COLLECTION:** Gentlemen's Optical

WALTER & HERBERT MADE IN ENGLAND 1946



#### C1 - OLIVE ROSEWOOD WHKIP1

C2 - RUSSET SPRUCE WHKIP2 C3 - ARCTIC MIDNIGHT WHKIP3

### LEWIS

Smooth lines contrast with the rectangular shape for a refined look. Lewis's keyhole bridge adds a hint of character while the Arctic blue acetate keeps this style contemporary.

#### SIZE:

53mm - 21mm - 145mm Also available in Asian Fit

NAMESAKE:

C.S.Lewis, writer

#### **COLLECTION:**

Gentlemen's Optical

C1 - CHAMPAGNE MARBLEWOOD WHLEW1

C2 - ARCTIC MIDNIGHT WHLEW2

#### C3 - FLAMING EMBER WHLEW3

### LOWRY

A masculine club master frame that is reminiscent of classic, vintage style. The combination of acetate matched with metal rims lifts the frame and delivers a sophisticated and groomed style.

**SIZE:** 54mm - 19mm - 140mm

NAMESAKE: L.S.Lowry, artist

#### **COLLECTION:** Gentlemen's Optical

C1 - FLAMING EMBER WHLOW1

C2 - GREY SMOKE WHLOW2 C3 - BRUSHED SLATE WHLOW3

### MORRIS

A striking masculine frame, Morris is suited to those with larger face shapes. This modest style features a distinctive double bridge that adds a classic retro finish.

**SIZE:** 55mm - 15mm - 145mm

NAMESAKE: William Morris, artist

COLLECTION:

Gentleman's Optical



### NASH

A vintage take on the iconic round eye, Nash exudes timeless sophistication. The combination of acetate and metal adds subtle detail to this otherwise understated frame.

**SIZE:** 49mm - 21mm - 145mm

NAMESAKE: Paul Nash, artist

**COLLECTION:** Unisex Optical



WHMOR1

 $( ) \land ( )$ 

WHMOR2



WHMOR3

C1 - SEPIA MARBLEWOOD WHNASI

C2 - STORM GREY WHNAS2 C3 - GOLDEN TORT WHNAS3

### ORWELL

Orwell is undoubtedly masculine. This rectangular shaped frame has an air of vintage boldness. Available in three variations, one of which is a stylish matte finish.

#### SIZE:

54mm - 16mm - 140mm Also available in Asian Fit

NAMESAKE:

George Orwell, writer

#### **COLLECTION:**

Gentlemen's Optical

C1 - GOLDEN MARBLEWOOD WHORW1

C2 - MIDNIGHT SAPPHIRE WHORW2

#### C3 - RUSSET WALNUT WHORW3

### RUTHERFORD

A classic and delicately curved oversized frame with a modern combination of metal and acetate. Rutherford is available in Black Slate, Crimson Tort and Pinot Blush.

**SIZE:** 53mm - 18mm - 140mm

NAMESAKE: Margaret Rutherford, actress

**COLLECTION:** Ladies Optical



C2 - CRIMSON TORT WHRUT2 C3 - PINOT BLUSH WHRUT3

### **SIMMONS - NEW!**

Simmons is a vintage treat! This modern take on a traditional cat-eye features three bold and stylish colour combinations - a vibrant Walnut acetate (C1), the romantic hues of Crystal Rouge (C2) and the jagged greys and vibrant blue of Charcoal Slate (C3).

SIZE:

51mm - 17mm - 140mm

NAMESAKE:

Jean Simmons, Actress

**COLLECTION:** Ladies Optical



A retro style with a bold edge. Stubbs' strong square shape, is a playful take on a classic frame whilst bringing a touch of contemporary flare.

#### SIZE:

52mm - 18mm - 145mm Also available in Asian Fit

NAMESAKE: George Stubbs, artist

**COLLECTION:** Gentlemen's Optical



**C1 - WALNUT** WHSIMO1 C2 - CRYSTAL ROUGE WHSIMO2 C3 - CHARCOAL SLATE WHSIM03



**C1 - MIDNIGHT EMBER\*** WHSTUB1/A \*Only available in Asian Fit C2 - ARCTIC CRYSTAL WHSTUB2 C3 - FLAMING EMBER WHSTUB3

### **TEALBY**

A thin, rounded frame, bursting with colourful acetate all the way through to the end of it's metal temples. Tealby is quirky and eye-catching, with striking detail and a retro edge.

**SIZE:** 51mm - 18mm - 140mm

#### NAMESAKE:

Mary Tealby, Founder of Battersea Dogs Home, London

#### COLLECTION:

Ladies Optical

CI - RUBY TORT WHTEAOI C2 - MARBLED TURQUOISE WHTEAO2 C3 - MIDNIGHT EMBER WHTEA03

### WALLIS

A petite round eye with two tone temples. The keyhole bridge is comfortable to wear and adds a quirky touch to an otherwise understated frame.

#### SIZE:

46mm - 20mm - 145mm Also available in Asian Fit

NAMESAKE: Barnes Wallis, scientist & engineer

**COLLECTION:** Unisex Optical

C1 - MIDNIGHT EMBER WHWAL1

C2 - CHAMPAGNE MARBLEWOOD WHWAL2 **C3 - FLAMING EMBER\*** WHWAL3/A \*Only available in Asian Fit

C4 - CRYSTALLINE TORT WHWAL4

### WODEHOUSE

A quirky double bridge frame with an ultra-modern combination of metal and acetate. Wodehouse features a distinctive keyhole bridge and etched temples of the Walter & Herbert branding.

**SIZE:** 49mm - 19mm - 145mm

NAMESAKE:

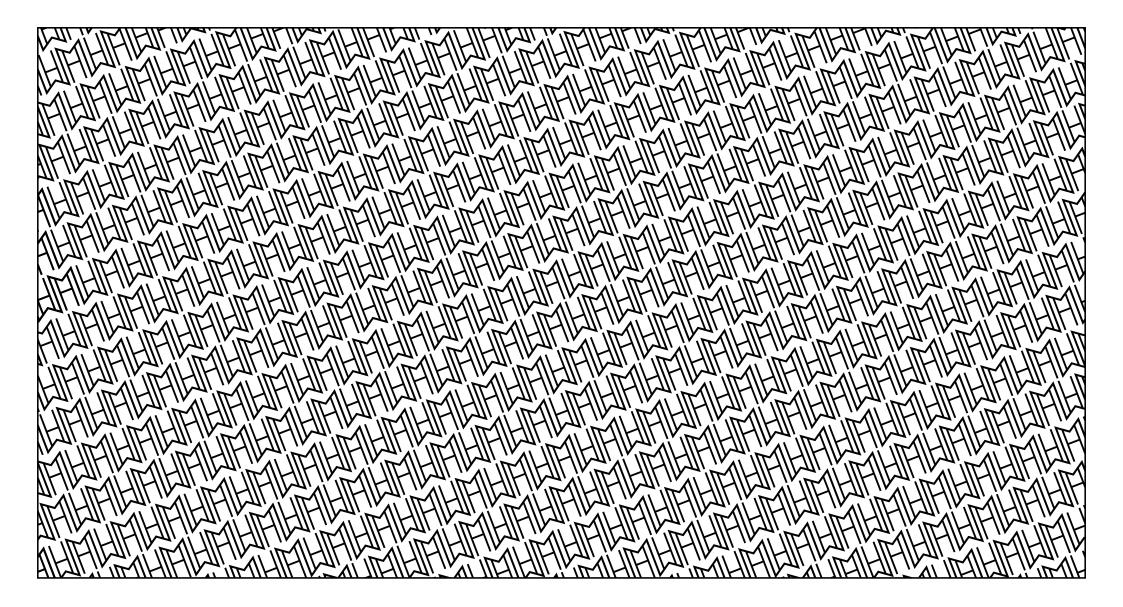
P.G.Wodehouse, writer

COLLECTION:

Unisex Optical

C1 - BLACK SLATE WHWOD1 C2 - BURNT ORANGE WHWOD2 C3 - NAVY HAZE WHWOD3





## THE LIMITED EDITION COLLECTION



# ABOUT THE COLLECTION

Our design team have lovingly developed a beautiful Limited Edition Walter & Herbert collection.

In homage to our English heritage, we have named these frames after iconic stately homes in the South of England - Clandon Park, Hatchlands Park, Loseley Park and Polesden Lacey.

There are 100 pieces of each model available and are individually numbered on the temple tips. The frames features an etched design on the metal temples and a bold pattern on the inside. Created using beta titanium and Mazzucchelli acetate, the Limited Edition collection offers a premium, lightweight feel whilst exuding luxury.

Each frame is displayed in a black wooden box accompanied by a genuine leather keyring, also handmade in England, a large lens cloth, a booklet about the collection and a glossy black case.



WALTER & HERBERT

### LOSELEY

A refined and modern approach to the classic round-eye. Elegant in shape, the keyhole bridge makes this frame stylish and comfortable. Rich black acetate gives Loseley a stylish and sophisticated look.



51mm - 18mm - 140mm Also available in Asian Fit

#### NAMESAKE:

SIZE:

Loseley Park, stately home in Surrey

**COLLECTION:** Ladies Optical

### HATCHLANDS

Classic, yet undeniably stylish. This bold frame features a subtle Art Deco print on the inside of the etched metal temples. In contrast, Hatchland's strong, square shape adds character and masculinity.

#### SIZE:

51mm - 20mm - 140mm Also available in Asian Fit

NAMESAKE: Hatchlands Park, stately home in Surrey

**COLLECTION:** Gentlemen's Optical

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### CLANDON

A refined cat-eye sunglass in a rich black acetate featuring grey polarised lenses and etched metal temples. The Art Deco monogram pattern on the inside adds subtle character to this stylish and easy-to-wear frame.

SIZE: 53mm - 18mm - 140mm Also available in Asian Fit

NAMESAKE: Clandon Park, stately home in Surrey

**COLLECTION:** Ladies Sunglasses

### POLESDEN

Polesden is an aviator style sunglass with a bold metal browline and rounded acetate bridge. The classic grey polarised lenses on this frame help to deliver a strong, confident statement, reminiscent of timeless classics.

**SIZE:** 56mm - 14mm - 140mm Also available in Asian Fit

NAMESAKE: Polesden Lacey, stately home in Surrey

**COLLECTION:** Gentlemen's Sunglasses







# WALTER & HERBERT MADE IN ENGLAND 1946

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