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MensHealth in association with Specsavers

Men's Health

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EYE WEAR

Sponsored by Specsavers

MH's Associate Style Editor and Specsavers help you choose the right designer glasses to suit your face.

Watch the videos below, choose your specs and enjoy the 2 for 1 Designer Glasses from £99 at Specsavers now!

Most Recent

You've been framed
Win a Panasonic Lumix LX5 courtesy of Specsavers

The oval face
Turn your eyes right

The round face
Life through the stylish lens

The rectangular face
No more Mr Four Eyes

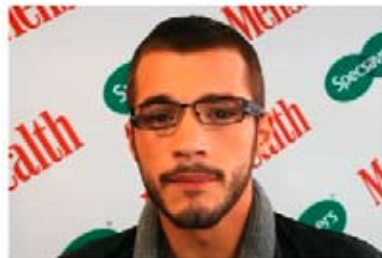
The square face
You've been framed

To promote Specsavers' 2-for-1 designer frames campaign we built an Eye Care channel on menshealth.co.uk and populated it with specially-shot video work featuring a technological twist.

Beyond shooting in widescreen HD, we implemented a retail solution to the videos.

The oval face

Turn your eyes right

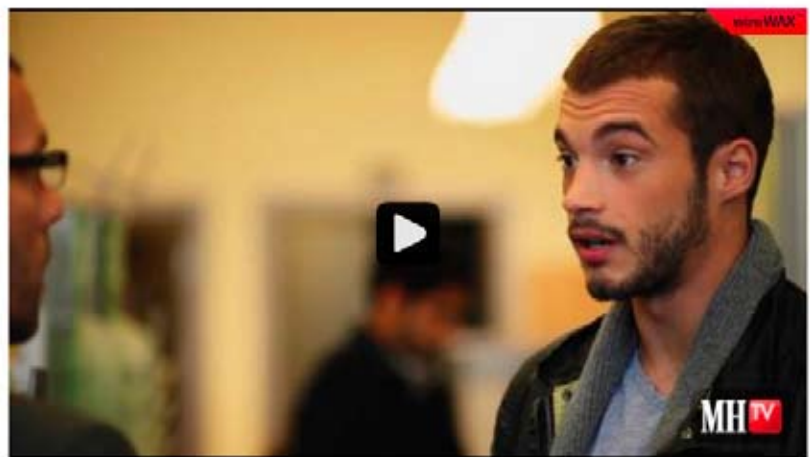


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Mr Ovaltine

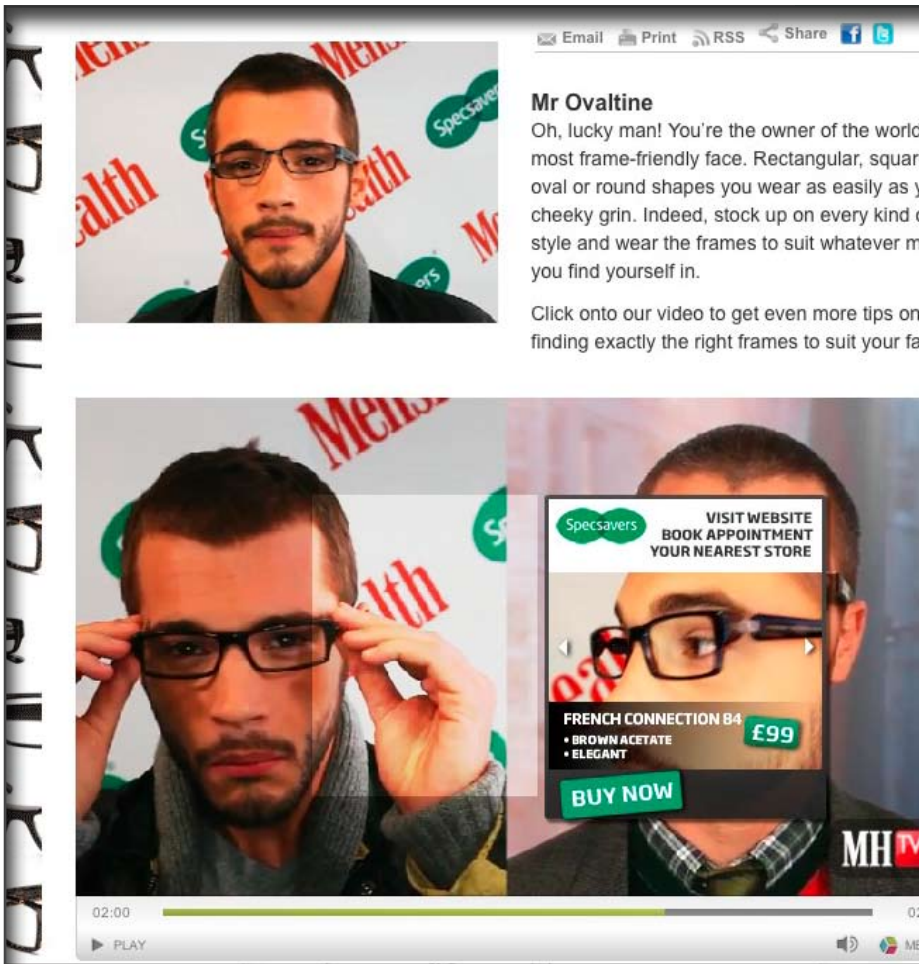
Oh, lucky man! You're the owner of the world's most frame-friendly face. Rectangular, square, oval or round shapes you wear as easily as your cheeky grin. Indeed, stock up on every kind of style and wear the frames to suit whatever mood you find yourself in.

Click onto our video to get even more tips on finding exactly the right frames to suit your face.



00:00

02:00



Wirewax technology was used to add “retail-detail” to the films. All users need do was to hover over the frames shown on the films to temporarily pause the video and reveal further detail and price information. From the information overlays, users could click directly to the Specsavers website to buy the frames.

The result was a campaign that delivered expert advice from a style guru (MH's own David Waters) that also included full retail information in a rich, high quality solution.

