

Ollie Quinn Opens New London Flagship



London, Mar 12, 2019 (Issuewire.com) - Community-focussed eyewear brand, Ollie Quinn, opened its new UK flagship boutique in London's Covent Garden on Saturday.

After two years of nimble expansion throughout the UK, Canada and the US, OQ has refreshed its London flagship to reflect its core brand values: approachability, inclusivity, creativity and community.

According to Ollie Quinn CEO, Michael Andersen, a community is chief among these priorities.

"We do have an international presence and we're growing into new regions, but it's really important for us to maintain close ties within our local communities and grow with them," says Andersen. "Staying connected with creatives who live and work near our boutiques, and collaborating with neighbouring brands who share our values is integral to who we are."

To celebrate its new home in central London, OQ will host a series of neighbourhood events alongside its community partners throughout the month of April. The shop will also showcase the works of London-based artists on an ongoing basis, providing free gallery space to talented visionaries striving to embody the brand's ethos: *Create Your Own Vision*.

Previously located towards Seven Dials' periphery, OQ has moved to 35 Neal Street to be closer to the heart of the Covent Garden community. Shoppers will find a certified in-store optometrist offering comprehensive eye exams, and trained opticians ready to assist with frame fit and measurements.

The brand's new compact, minimalist space has been designed by OQ's Matthew Nicholson and Fred Rigby, the visionary behind the inimitable interiors at Tuscany's Villa Lena and Shoreditch sartorial landmark, Gentlewench.

"We wanted to keep the atmosphere light and airy, whilst displaying OQ's full collection," says Rigby. "We reconfigured the space and created bespoke furniture from sustainably sourced oak and birch ply to create that comfortable, laid-back feeling Ollie Quinn is known for."

In addition to opening a rejuvenated UK flagship, Ollie Quinn continues to expand into new markets. Next month, the brand will open two more stores in Alberta, Canada.

For further details about Ollie Quinn and its collection of eyeglasses and sunglasses, visit www.olliequinn.co.uk and [@OQstories](https://www.instagram.com/OQstories) or email emily@olliequinn.com.

About Ollie Quinn:

Affectionately known as OQ, Ollie Quinn is a direct-to-consumer eyewear brand offering stylish, quality specs and sunnies under a single, flat-pricing model. All glasses start at just £105, including prescription lenses.

All UK Boutique Locations:

OQ Covent Garden: 35 Neal Street, London, WC2H 9PR

OQ Spitalfields: 41 Brushfield Street, London, E1 6AA

OQ Angel: 28 Upper Street, London, N1 0PN

OQ Clapham: 92 St. John's Road, London, SW11 1PX

OQ Putney: 151 Putney High Street, London, SW15 1SU

OQ Canary Wharf: Jubilee Place, 45 Bank Street, London, E14 5NY

OQ Brighton: 42 Bond Street, Brighton, BN1 1RD

OQ Bristol: 66 Park Street, Bristol, BS1 5JN

OQ Leeds: 72 Briggate, Leeds, LS1 6LH

OQ Cardiff: 89 Queen Street, Cardiff, CF10 2BG

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