

# Kodes Opticians Awards Supporting Docs

## Awards



**STAND SS13**

100%optical®

**LOVE EYEWEAR. AWARDS**

1 MARCH 2025 | EXCEL LONDON

**WE ARE SHORTLISTED**

**kodes\_accessories** 34 w

🌟 Thrilling news! 🌟 Kodes has been shortlisted for @100optical 'Eyewear Accessory of the Year' and 'New Designer 2025' at the Love Eyewear Awards 2025! 🎉✨

Morena Fiore, our founder and a visionary in the eyewear industry, has transformed personal challenges into a creative force. Diagnosed with Alopecia Universalis at age 12, she started Kodes in North London, creating accessories that are not only stylish but also wonderfully functional.

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37 likes 25 February

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<https://www.instagram.com/p/DGfmkkKtg5x/>

**kodes\_accessories** ...

**kodes\_accessories** Double Nomination Alert!

I'm over the moon to announce that Kodes' Aromatherapy Essential Oil Diffuser Glasses Chains have been nominated not just for one, but for TWO categories at the prestigious @100optical Love Eyewear Awards - Eyewear Accessory of the Year and Best Innovation! 🎉🏆

The idea to create Essential Oil Diffuser Glasses chains actually came to me at the end of a business meeting that went wrong, where I had arrived full of hopes for collaborations, but had to walk away, with heavy heart, feeling I had just given away lots of ideas with no intention from the other part to actually support Kodes and work together.

Luckily, I held one more idea back - and good job I did! I realised I could merge the two worlds of Kodes: the jewellery and the glasses chains, bringing the Aromatherapy Essential Oil Diffuser beads and the semi precious stones to the chains, positioning the porous lava beads right next to the nose area so that the essential oils drops added to them, where as close to it as can be!

This nomination really feels now like a testament to my commitment to innovation and our passion for enhancing the eyewear experience!

Chosen by an expert panel from a wave of incredible entries, this honour truly highlights the uniqueness and marketability

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200 Likes by [sheena\\_sabharwal\\_photography](#) and 46 others

5 February 2024

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[https://www.instagram.com/p/C290XbQtI3j/?img\\_index=1](https://www.instagram.com/p/C290XbQtI3j/?img_index=1)

## Current stockists

Eyes on Broadway	Muswell Hill, London
Kelly Eyecare	Poole, Dorset
Walbank	Southampton, Hampshire
Eyelevel Opticians	Angel, London
S Walton Eyecare	South Shields, Tyne and Wear
Specstacular	Brick Lane, London
Chelmer Village Opticians	Chelmer Village (Chelmsford)
McGovern	Strabane, Northern Ireland
Melissa Conway	Temple Fortune, London
PLM Optometrists	Multiple, Scotland
Eyewear Creations	Barnstaple, Devon
Peter Smith Opticians	Pershore, Worcestershire
Richard Owens Opticians	Belfast, Northern Ireland
Eyecare Opticians	Kingston upon Thames
Cohen Opticians	Canning Town, London
CBTR Opticians	Beaconsfield, Buckinghamshire
Bespoke Eyewear	Harrogate, Yorkshire
Eye Q Optical	Kingston, Jamaica
Coakley	Limerick, Ireland
Mobile Optical Dispensing Services Ltd	Manchester
Eden Eyecare (Zoe)	Penrith, Cumbria
Ottica Caradonna	Modugno, Italy
ASK Opticians	Woburn Sands, Bedfordshire
OPTIX (Marc)	Liverpool Street, London

ASKEW N16	Stoke Newington, London
Specs of Kensington	High Street Kensington, London
Horrocks & Boyd	Kingston upon Thames
Chakshu London	Camden, London
Insight Opticians	West Hampstead, London
Burnett Hodd & Tan	Fitzrovia, London
The Eye Place Belsize Park	Belsize Park, London
Lunettes & See	France
Pagan and McQuade	Scarborough
Paul Whiteman Optometrists	Reigate
Linda Pope Opticians	Cranbrook
Blue Flame Vision	Worthing, Brighton
Michael Lowe & Partners	Carterton, Oxford
Holland Opticians	Malvern
Inspeyer Limited	Malvern
Eyes on St Albans	St Albans
Corsham Opticians	Corsham
Barnham Optical	Bognor Regis
Pearce & Blackmore Opticians	Pentwyn
Hammonds Eye Practice	Tottenham, London
The Optical Shop	Harringey Ladder, London
Stoots Jf Ltd (Mr Jinkinson)	Burnley
CI Optometrists	Chichester
Owen Aves	Colchester
Real Eyes Whitton	Whitton, London
Visualeyes Stanmore	Stanmore, London
Realeyes Harrow Road	Harrow, London
Realeyes New Addington	New Addington, Croydon
Realeyes Streatham	Streatham, London
Taylor-West Dulwich	Dulwich, London

Optitech	Southgate, London
The Optical Studio	Pimlico, London
Arthur Morrice	Knightsbridge, London
Rach Optometrists	Glenrothes, Scotland
Valarie Jerome	Newbury
Stotts Swinton	Swinton, Manchester
Sylvia Williams Chemists	Cowbridge
SG Eyecare	Wincanton, Somerset

## Reels from practices featuring the products

(Each image links to their post)



kodes\_accessories

Mentelista • Lowfi

...



kodes\_accessories This week the spotlight is on @cbtropicians one of Kodes most valued stockists of Glasses Chains.

I've asked them to do a little interview, since they're selling Kodes so well and here is the first question answered: How are you selling Kodes?

Hayley and Terri are including a chain recommendation as part of the dispensing part, perhaps suggesting a chain that could complement the frame, especially if they're reading glasses, highlighting how the chains could mean the customer won't misplace the new glasses!

Their biggest tip: DON'T MAKE THE CHAIN AN AFTER THOUGHT, MAKE IT PART OF THE EXPERIENCE!

#kodes #glasseschains #readingglasses #sunglasschain  
#eyeglasschain #eyewear #eyewearstyle #eyeweardesign  
#glasseschain #accessory #glassesgirl #glassesfashion  
#opticians #opticianlife #opto

Edited · 50 w



athenanorthlondon Very good ❤️

49 w 1 like Reply

❤️



walbank\_opticians Great advice 🙌

50 w 1 like Reply

❤️

[View Insights](#)

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Liked by **nicladinteriors** and 13 others

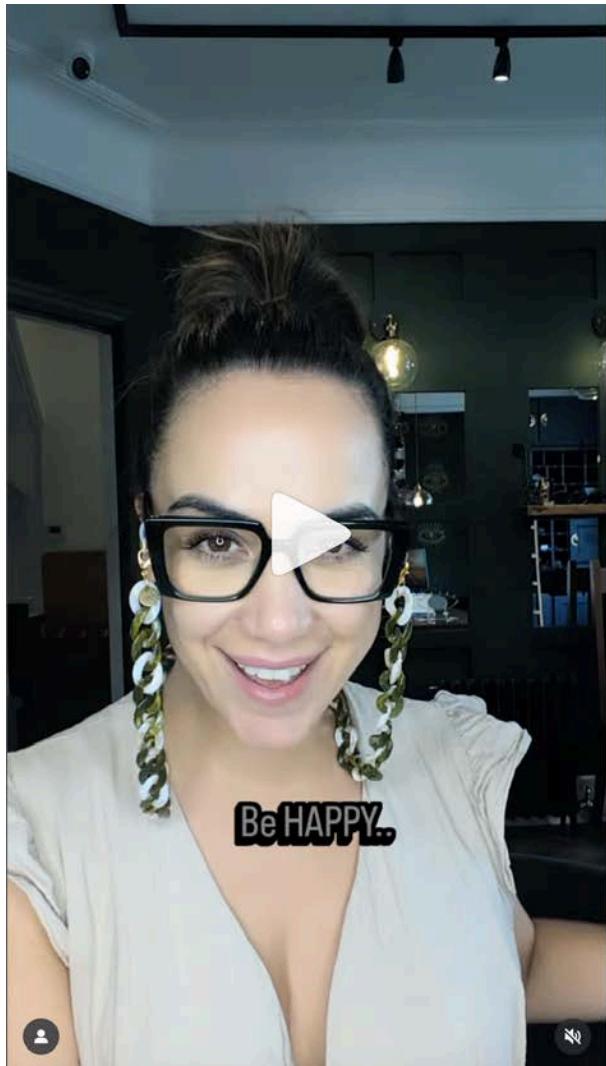
22 July 2024

Post



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<https://www.instagram.com/p/C9uUDoCl5I8/>



theeyesonbroadway and kodes\_accessories  
altego\_music • Original audio

theeyesonbroadway Remember to wear good eyewear 😊  
#framestyling #framestylist #eyewearstylist #muswellhill  
#opticiansmuswellhill #eyesonbroadway #kodes  
#eyewearchain #gigistudios  
3 d

optomlovesglasses Looks great anyway but then the chains just elevate it 🔥love it!  
3 d 2 likes Reply  
View replies (1)

sheena\_sabharwal\_photography Rocking it, Sifa 😊  
3 d 1 like Reply  
View replies (1)

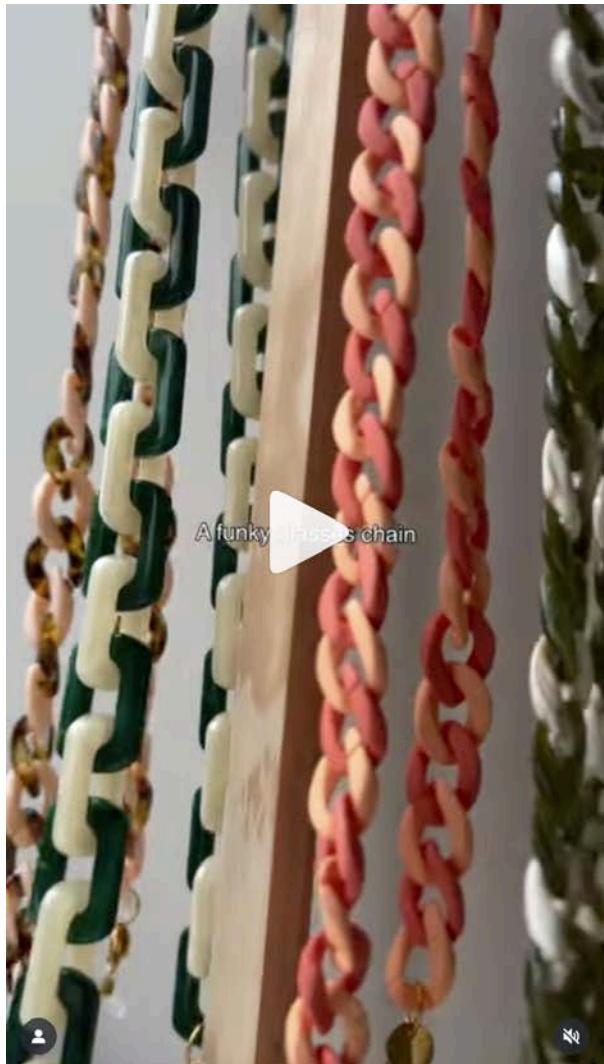
kodes\_accessories Yes!! I feel good eyewear makes life so much happier ❤️❤️❤️  
3 d 1 like Reply

Heart Comment Share

Liked by sheena\_sabharwal\_photography and 36 others  
3 days ago

Comment Add a comment... Post

<https://www.instagram.com/p/DLzLBS-MbUG/>



edeneyecare and kodes\_accessories

Swørn • Keep Going

...



edeneyecare We're not saying you don't love glasses we're just saying you could love them more 😎

@kodes\_accessories glasses chains are available to shop in practice now.

3 w



kodes\_accessories I could love the drawers!!

3 w 1 like Reply



Liked by theeyesonbroadway and 11 others

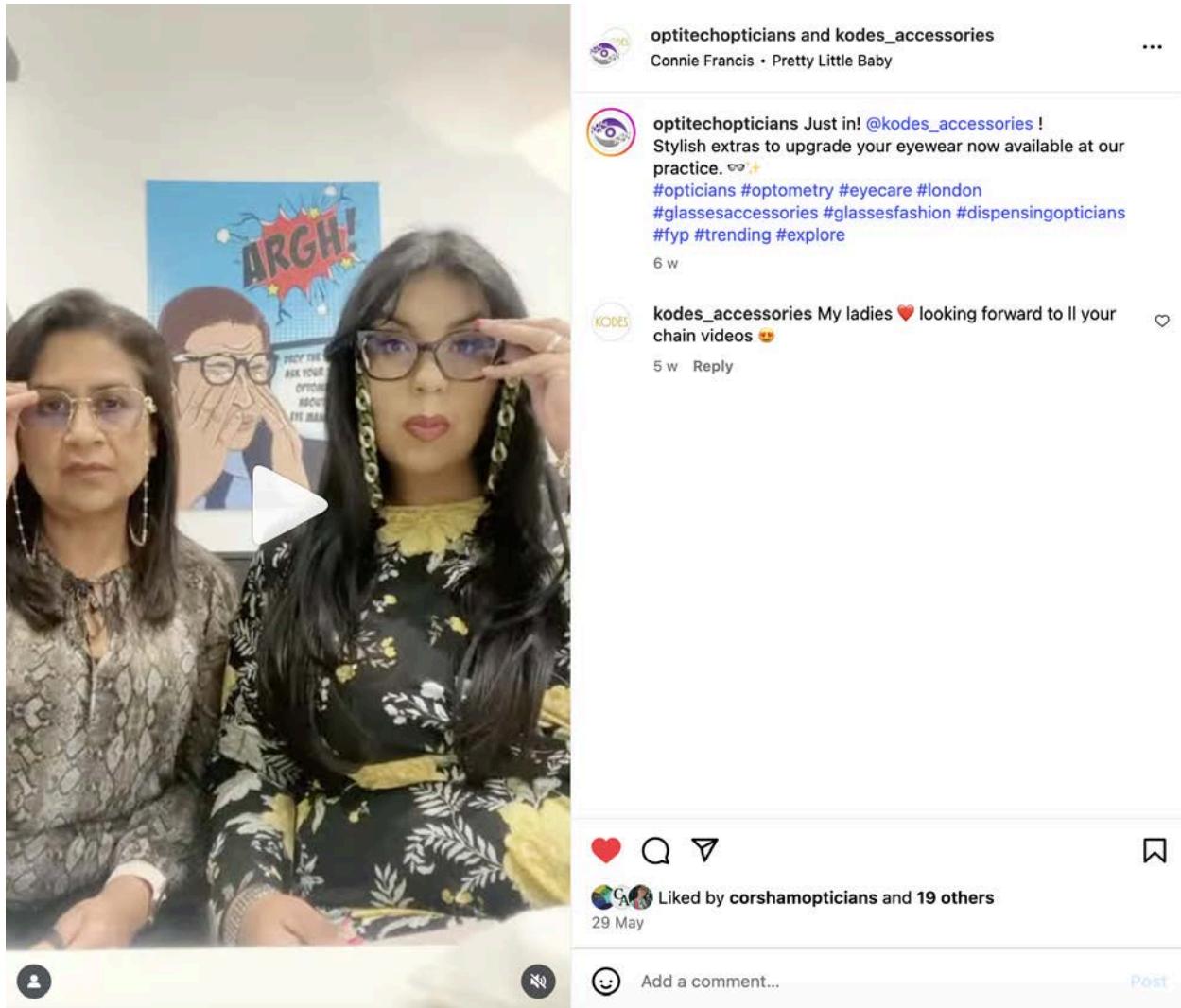
17 June



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[https://www.instagram.com/p/DK\\_cGkAtcFF/](https://www.instagram.com/p/DK_cGkAtcFF/)



<https://www.instagram.com/p/DKPBFekI5OU/>



[https://www.instagram.com/p/DJoZob8I2BL/?img\\_index=4](https://www.instagram.com/p/DJoZob8I2BL/?img_index=4)



sjeyecare and kodes\_accessories  
Bubba Suggs • Everything That Looks Good

sjeyecare Our new range of spectacle chains have landed and they are 🔥

These are not your nanna's chains (though she could rock them too!) - lightweight, beautiful, can be worn as specs chains or as necklaces, these are handmade by female owned company [@kodes\\_accessories](#) and we are so happy to be a stockist!

They make a perfect gift...and yes gifting to yourself is absolutely acceptable and highly recommended!

#worcestershire #independentopticians #glasseschains  
#accessorizeyourlook #loveglasses #glassesstyle  
#independenteewear #worcester #independentbusiness  
#womensstyle #womensfashion

9 w

kodes\_accessories Looking good! So excited to be stocked in your practice! 

9 w 1 like Reply

— View replies (1)



Liked by [theeyesonbroadway](#) and 21 others

8 May

 Add a comment...

Post

<https://www.instagram.com/p/DJY5tgUMvj6/>

## In the Press

Vista Magazine, October 2025

<https://www.vistamagazine.co.uk/imag/vista25/>

# ELEVATE YOUR eyewear

Our guide to some stylish accessories for your specs.



## Safe keeping

Keep your specs and sunglasses safe whilst travelling with this handy travel case by Jimmy Fairly. It has enough space to fit three pairs, perfect if you like to switch up your style whilst away.

> The Travel Box, £40, [jimmyfairly.com](http://jimmyfairly.com)

## HANDBAG FRIENDLY

Protect your eyewear on the go with these fun glasses cases from NAOA, available in a range of colours and prints. Slim in design, they fit perfectly inside any handbag and even pockets.

> Apple-leather Slim Glasses Case, from £26.90, [naoadesign.com](http://naoadesign.com)



## Chain your frames

Glasses chains made a come back a couple of years ago and continue to be a popular way of adding some style to your specs, plus keeps your eyewear close at hand – perfect for those tired of losing their glasses. We love these ones by Kodes, who are celebrating their 10th anniversary this year. Made from sturdy acrylic, they're light enough for everyday wear, without compromising on bold design.

> [kodes.me.uk](http://kodes.me.uk)



Ginger, £25



Nina, £33



Kelly, £28



Rose, £24



Puglia, £28

# Optometry Today, April 2025

<https://www.aop.org.uk/ot/our-journal/april-may-2025/behind-the-brand-the-luxury-of-handmade>



**Behind the brand**

## **The luxury of handmade**

Founder and designer-maker at Kodes, Morena Fiore, on expressing personality through design, affordable luxury, and a giant London tube map

⌚ 5 min read



Kodes



Kimberley Young

04 April 2025

ondon-based jewellery and accessory brand, Kodes, returned to 100% Optical for the second time this year, presenting its array of handmade glasses chains from chunky chains in bold

# People's friend

May 2024



**kodes\_accessories** [Ninetoes • Finder](#) [...](#)

**kodes\_accessories** Kodes Glasses chains have been featured on @peoplefriendmagazine 🎉 super exciting to be on the magazine 😊 [#kodes #pr #glasseschain #opticianlife](#)

58 w

**ninnisitaliandolceria** Brava Morena! You're amazing! [❤️](#)

57 w 1 like [Reply](#) [View replies \(1\)](#)

**detolaandgeek** Well done dear 🌟🌟 [❤️](#)

57 w 1 like [Reply](#) [View replies \(1\)](#)

**athenanorthlondon** Amazing well done 🙌🙌 [❤️](#)

58 w [Reply](#)

**lucia\_morciano** Well done 🤩💜🤩 [❤️](#)

58 w 1 like [Reply](#) [View replies \(1\)](#)

**frea.vintage** Congrats!!! 😊👏❤️ [❤️](#)

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Liked by **nicladinteriors** and 48 others  
29 May 2024

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<https://www.instagram.com/p/C7jrDSyoTJt/>

## Customer Reviews



[winnilegge](#) on 23 May, 2025

★★★★★

Really gorgeous and makes wearing multiple glasses so stylish. Well made and great colour - the photo doesn't do justice. Highly recommend

[Contact buyer](#)



[Morena](#) responded on 23 May, 2025

What fantastic kind words, thank you so much, so happy you like it!



Glasses chain Warm Marble & Olive chunky acrylic chain. For wearing with sunglasses, as glasses holder and necklace. Perfect gift for her



[Claire Caldicott-Boyles](#) on 09 Jul, 2025



★★★★★

I absolutely LOVE these spectacle chains. They are beautiful, twinkly and elegant. Seller was extremely thoughtful throughout with regards to my order. Highly recommend 😊

[Contact buyer](#)



[Morena](#) responded on 09 Jul, 2025

Thank you Ps much for your kind words, so happy you like them ❤️



[Black & Gold hexagon fine chain Glasses Chain. For wearing with sunglasses and as glasses holder | Delicate chain | Perfect gift for her](#)



Kathy on 13 Jul, 2025



So beautiful! Great price and FAST delivery to the States! Thank you so much for sharing your talents!!

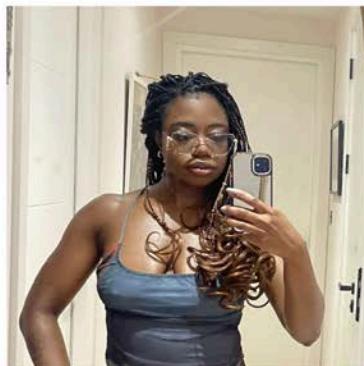
Contact buyer



Dainty Moss Agate Stone Fine Glasses chain. For wearing with sunglasses and as glasses holder | Delicate chain | Perfect gift for her



Ade on 09 Sept, 2025



I wear this to parties, really love it!

Contact buyer

Post a public response



Chain for men Dainty Copper Seed Beads Glasses Chain. For wearing with sunglasses, glasses holder | Delicate chain | Gift for man | beaded



Angela (verified owner) – 6th May 2025



I absolutely love this chain – I had so many people commenting how beautiful it is!



Lucy Cawkwell – 20th May 2024



Having had my eye on Morena's glasses chains for a while, I didn't hesitate to snap this up at such a good price. And I love it. It looks great – is very tactical (if I'm thinking, I often fiddle with the links) – and having my glasses round my neck at all times is so handy.



Laura – 9th October 2024

★★★★★

I'm so happy with my diffuser glasses chain! It's a lovely weight, really comfortable to wear. I haven't lost my glasses since getting it, which is a real bonus for me. Lots of people have commented on how much they love it, and I love the fact it looks like a necklace when I'm not wearing my glasses. To top it off, the sample essential oils are both lovely, both invigorating fragrances. I'll definitely be shopping at Kodes again!



Sarah – 7th July 2022

★★★★★

Absolutely love my new sunglasses chain – it's lightweight and comfortable, keeps my sunglasses from getting lost, especially when I'm wearing headbands, AND it looks fabulous. Have already recommended to all my friends – it's the perfect summer accessory to have! Thank you Kodes 😊



Lizzie (verified owner) – 26th January 2025

★★★★★

Such a beautiful and fluid chain, love the colours toning together. Adds a special something to my work outfit. Looking forward to wearing with sunglasses too!



Ka (verified owner) – 29th September 2024

★★★★★

Excellent service and glasses chains are amazing. Lost count on the positive comments received



winnilegge on 23 May, 2025

★★★★★

Really gorgeous and makes wearing multiple glasses so stylish. Well made and great colour - the photo doesn't do justice. Highly recommend

Contact buyer Remove response



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