

# SightCare's eyewear styling training programme is led by Dan Scott, *the Eyewear Stylist*

Dan comes from a family of independent opticians and is extremely passionate about supporting independents in creating USPs in their practice to separate their practices from the high street and online stores that dominate the marketing space for the general public.

Dan has featured in the Financial Times, and a plethora of magazines ranging from Brood, VIVA and Attitude mag, to industry publications such as Optician Magazine and Dispensing Optics.

Since running the Fashion Show at 100% Optical in 2023 hosting his own Catwalk on eyewear style, as well as chairing panel discussions on industry topics from sustainability to modern frame materials, Dan has gone on to become a preferred supplier to the BBC and ITV for some of their premiere TV Shows.

Dan spoke at SightCare's 2025 conference on the topic of **"How to differentiate through modern frame materials"** a very popular session based on helping members to judge value for money with frames by explaining the components of the manufacturing process in constructing a frame material that influence the experience for the end user, a topic he also covers in our eyewear styling programme.

Dan is also the Winner of Eyecare Awards "Dispensing Optician of the Year 2025".



THE  
EYEWEAR  
*Stylist*



**SightCare**  
Independent not alone