

# CUBITTS



PRESS RELEASE, 7 November 2016

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## RETURN OF THE READER

### Introducing Tavistock – Cubitts' new range of reading glasses

Reading glasses have been around – in one form or another – for thousands of years. The great tragedian Seneca is said to have used a glass globe of water to read 'all the books of Rome' and the glassblowers of 13th-century Venice made framed 'reading stones' of solid glass to assist monks as they pored over scripture.

Now, the spectacle and sunglasses makers of **Cubitts** have made their contribution to the history of one of mankind's most useful tools, launching **Tavistock** – a range of handcrafted reading glasses that pays tribute to the literary heritage of London.

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Tavistock spectacles

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Designed in a classic **half-moon shape**, **Tavistock** reading glasses are available in a range of **10 colours** and a number of magnification levels to match the optical needs and visual style of every wearer. As with all **Cubitts** spectacles, each frame is **meticulously constructed by hand**, using **Cubitts'** signature custom pins and metal-to-metal hinges, ensuring the glasses are sturdy and easy to maintain. An optional 14-carat gold-plated chain is available to keep the glasses secure round your neck.



Return of the Reader graphic by Hayley Glover (Senior Designer at Cubitts)

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Like other **Cubitts** products, **Tavistock** takes its name from the streets of the King's Cross neighbourhood, where the **Cubitts** brand was first established in 2013, and where it is headquartered today. **Tavistock** looks to Tavistock Square in Bloomsbury, London's historic literary enclave developed by brand namesake **Thomas Cubitt**, where Bloomsbury Group kingpins Virginia Woolf and her husband Leonard lived and operated the Hogarth Press – publishers of authors including EM Forster, TS Eliot, Katherine Mansfield and Sigmund Freud.

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**Tavistock's** accompanying limited-edition lens cloth explores the link still further, featuring a portrait of bespectacled biographer Bloomsbury Group founding member **Lytton Strachey**, drawn by the legendary illustrator **Brian Grimwood**. **Tavistock** reading glasses are available exclusively from **Cubitts' Borough workshop**, from £125 a pair from **November 17 2016**.

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The limited-edition lens cloth featuring Lytton Strachey, drawn by Brian Grimwood.

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For more information about **Cubitts**, the **Tavistock** range and the unique hand-making process behind it, please contact Jodi Moss at [jodi@zetteler.co.uk](mailto:jodi@zetteler.co.uk) or on +44(0)7910 705147.

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Notes for Editors

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## About Cubitts

Since 2013, Cubitts has combined traditional craft with contemporary style, creating bespoke, hand-made spectacles and sunglasses in its workshops, first in King's Cross, then in Soho, Borough and Spitalfields. Using artisan techniques that have been around for centuries, their team pin-drills hinges, mitres joints, and polishes each acetate frame four times, and they even glaze their own prescription and polarised lenses. A champion of artisanal techniques rarely found on the high street, Cubitts offers hand-made prescription spectacles online and in-store from as little as £125, as well as a bespoke individual design service that sees its technicians work through more than 50 stages to make a single set of frames.

[cubitts.co.uk](http://cubitts.co.uk)

Twitter: @CubittsKX

Instagram: @cubitts

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Cubitts Borough workshop

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## Cubitts Workshop Locations

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### **BOROUGH**

9 Park Street  
London SE1 9AB  
+44 (0) 20 7407 6514  
borough@cubitts.co.uk

### **SOHO**

37 Marshall Street  
London W1F 7EZ  
+44 (0) 20 7129 8128  
soho@cubitts.co.uk

### **SPITALFIELDS**

86 Commercial Street  
London E1 6LY  
+44 (0) 20 7375 2439  
spitalfields@cubitts.co.uk

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