

Vizio Optic Wins its 4th Best of Boston Award from Boston Magazine

Date: 08-27-2010 01:22 PM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Vizio Optic](#)

Boston, MA (August 1, 2010) – Vizio Optic, a high-end eyeglasses and sunglasses retailer, announces it has been awarded the Best of Boston Eyeglasses 2010 award by Boston Magazine, its fourth award from the upscale magazine. Vizio Optic has been considered as a premier eyeglasses and sunglasses retailer in Massachusetts for a number of years and has been widely considered to be one of the top eyeglass stores in the country. In 2010, for the fourth time, Vizio Optic is at the top again, awarded as the best glasses store by the Boston Magazine in its annual highly prestigious “Best of Boston” special issue.

Vizio Optic was voted as the best eyeglasses store three times before in 2006, 2007 and in 2009 and now is named the best once again in 2010. The "Best of" award by Boston Magazine has always been considered as the top award not only in Boston but also in all of New England.

Boston Magazine praised Vizio Optic "The petite Brookline Village shop is a four-time Best of Boston winner, and for a good reason: Vizio Optic's top-notch service starts with the on-site optometrist and ends with the 360-degree photo booth, which allows buyers to see how those glasses look from the side, too. More than 1,000 frame choices include high-fashion, time-honored favorites from CHANEL, Alain Mikli, and Robert Marc, as well as funky, lesser-known lines like Kata and Lafont."

“We are genuinely grateful to Boston Magazine and to our amazing customers for selecting Vizio Optic again as the Best of Boston for Eyeglasses in 2010,” said Galina Rabkin, owner and co-founder. She continued, “We couldn’t have done it without our customer loyalty team of professionals who wish to WOW our customers and provide a remarkable shopping experience to them.”

Vizio Optic's mission is to WOW customers, to offer a remarkable experience and help customers "see well and look good too." The eyeglass boutique provides a special shopping experience and offers a unique selection of eyewear for every face and every personality.

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Vizio Optic, a four-time Best of Boston winner, is an eyeglasses and sunglasses shop that offers high quality eyewear and is focused on providing customers a remarkable shopping experience in a uniquely warm shopping environment at the store and at its website. The loyal customer team at Vizio Optic is dedicated to finding a perfect pair of glasses for each customer to help them “see well and look good too”. Vizio Optic's key eyeglass brands include Alain Mikli, CHANEL, Face a Face, Lafont, Lindber, Mykita and Robert Marc and key sunglass brands include Ray-Ban, the best known sunglass brand in the world, Oakley, Maui Jim, the best polarized sunglasses in the world, Mosley Tribes, Oliver Goldsmith and others. Vizio Optic has been awarded “Best of Boston” by Boston Magazine four times in 2010, 2009, 2007 and 2006 and “Best of the New” by the Boston Globe Magazine as well as a number of additional retail awards and customer service excellence honors.

Vizio Optic

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