Interview with Mr Haruyama

Mr. Haruyama has been passionate about eyewear and the Lafont brand for many years.
His store, located in the heart of Tokyo, serves as an embodiment of his passion and expertise.

What is your background ?

When I was 18 years old, I started to wear glasses. At 19 years old, in my university days, I discovered by chance the eyewear magazine "Mode Optique" in a bookstore. It introduced worldwide eyewear brands and designs I'd never seen before, and I became very interested in it. Then, I found an optical store selling Lafont, Alain Mikli, 999.9, and others in my area. The store name was "Anglo American Eyewear," later called "Inspiral." So, whenever I got money from a part-time job, I bought some of my favorite glasses... That's how I spent my time at university. During the job hunt season, I took advice from the staff in Anglo American Eyewear because I hoped to work in the optical industry. At that time, they suggested I work in their new shop which was opening up soon, so I started working there as a part-timer during my 4th year at the university. I became a full employee after graduating. And here I am.

Tell us about your profession...

I do everything involved in managing the shop - cleaning, customer service, processing, eye-testing, fitting, buying, accounting, etc. I have made a solid effort to convey our knowledge through our blog, which has been active almost every day since November 2006.

As mentioned above, my interest in glasses began through the magazine. I want to let people know about the wonderful eyewear we have seen, felt, and selected. That's why I started our blog and noticed it's been over 5800 days since we started. The surface of the wooden desk for the computer is already wearing out. Also, I can confidently say I will continue the blog every day because it is an absolute pleasure to receive feedback from readers.

Tell us about your business and how it has evolved?

We have learned a lot about the world of optics and also store management. Thanks to our own expertise and training, we have created a space for our customers where we can confidently offer them our favorite glasses.

How is Lafont a brand that meets the expectations of the moment?

Lafont is a brand that keeps turning to new challenges while valuing the accumulated traditions. I sincerely respect such an attitude. I hope Lafont stays the way it is, now and forever.

What is your first Lafont memory?

When I started working at Inspiral, our shop already carried Lafont. It was Silmo in 2001 when I visited the Lafont booth for the first time, and there I was touched by the warm atmosphere created by the staff from around the world working for Lafont. Our team liked Lafont, and our customers followed us. I still remember clearly that it didn't take long for Lafont to become a mainstay brand for our store. Lafont always welcomed us whenever we visited their booth; sometimes, they brought us to the Thierry factory and other times the Lafont family would visit our store and we enjoyed lunch together. Also, I remember they let me lie down in the booth and rest on the sofa when I was sick at Silmo... if I could talk about how much favor I've received at Lafont, I could not stop talking all night long – one day would not be enough.

Is eyewear only a fashion accessory

Eyewear is an absolute must for me conjuring many meanings. Eyewear is a tool for seeing. It is a fashion accessory that makes me feel happy, is what makes customers happy and provides me a job that ensures my survival. It might sound like an exaggeration, but eyewear is an inextricable buddy that is always hanging around with me.

Your favorite Lafont frame?

I have many frames that produce unique feelings, but those that are especially memorable, along with good repeat orders, are MINOS, KATY, STAR, and PRINCESSE. Personally, the most memorable frame is ROXANNE. I have a fond memory of when Madame Lafont, Ms. Mineshima, and I accidentally wore the same ROXANNE frame in Silmo, so the three of us took a picture together in the matching frames!

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