

OneHipChic optical

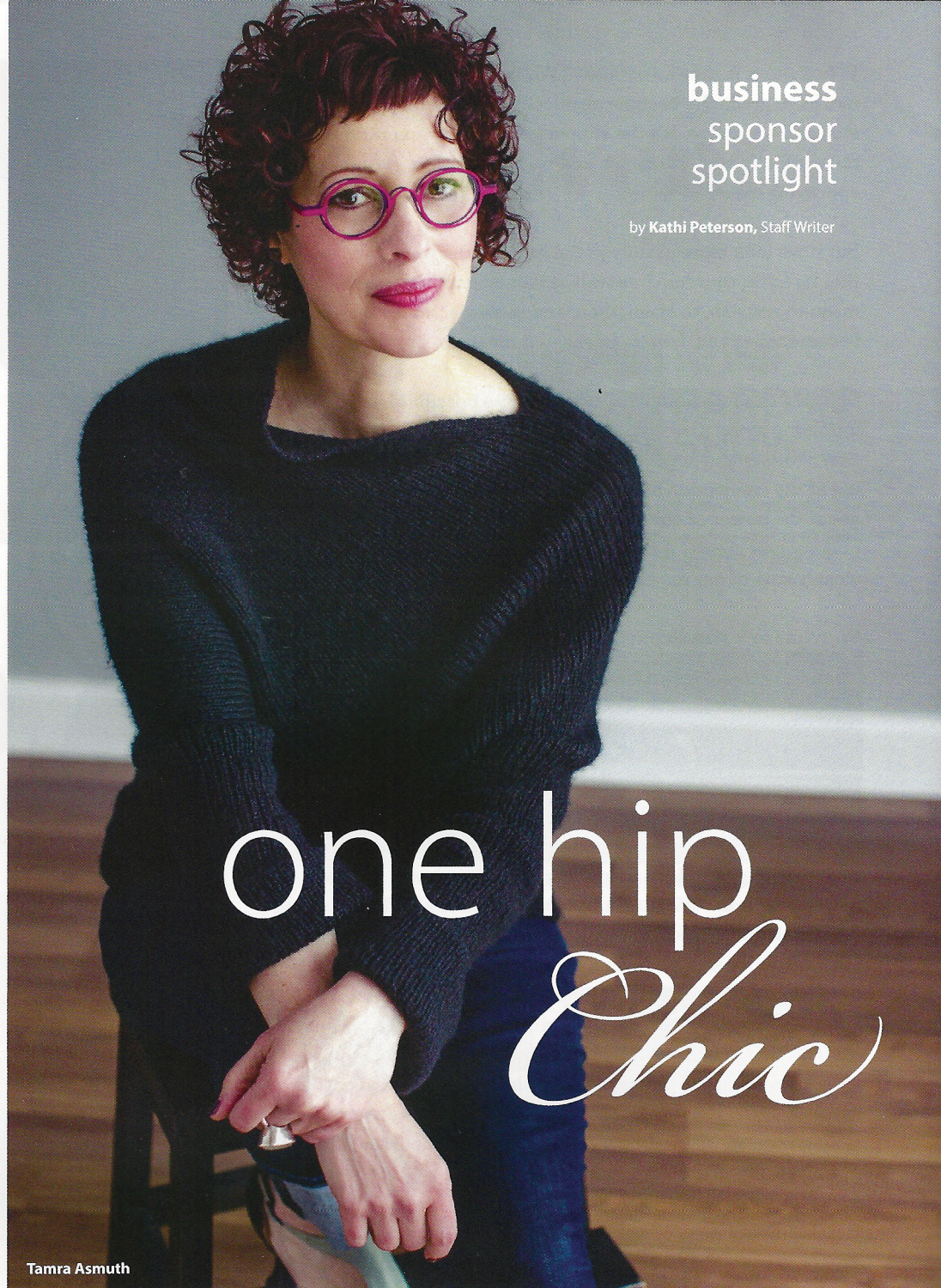
In the heart of the downtown district, where bistros and boutiques meet, One Hip Chic has found a comfortable niche on the trendiest street in Rochester. Tamra Asmuth, Chick/Operator, has owned the exclusive optical shop on the corner of Park Avenue and Goodman Street for over 19 years and has steadily built a loyal and enthusiastic clientele.

Upstairs on the second floor above the Parkleigh Gift Shop, One Hip Chic has an enviable location. "Most of my business is by referral and this is their destination. They have seen my glasses around town and have come here to find something unique and personal," says Asmuth. "They come to get customized service."

Asmuth, a licensed optician (ophthalmic dispenser), worked her way through college as a sales associate in an optical shop where she 'fell in love' with the industry. "I loved the fact that it combined medical knowledge with fashion. I enjoy helping my clients find the style and colors that make them feel good about wearing glasses," she says. After a few years

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by Kathi Peterson, Staff Writer



Tamra Asmuth

one hip
Chic

