Finding the Perfect Fit

Covry eyewear's Southern California boutique elevates the shopping experience

BY WINNIE McCROY

All photos courtesy of Covry

Reminiscent of a Japanese garden, the interior of Covry eyewear in Costa Mesa, California, is lush with greenery and features rough-hewn stone counters, warm wood, and organic curves. Co-founder Florence Shin wanted Covry's first brick-and-mortar location to evoke the sheltered cove that inspired their moniker.

"People say it feels like a spa," explains Shin, International Trade and Marketing '13.

Covry has found a strong market in this SoCal town since opening in 2023—cultivated via empowering in-store events, including yoga and sound baths, panels with local merchants, and morning walks in neighboring Newport Bay Nature Preserve, where "our community can come and grow together."

After college, Shin and high school pal Athina Wang reconnected in NYC's Garment District. Both had grown up wearing glasses but could never find a pair that fit comfortably. Working in fashion, they saw everything from belts to rings in a wide range of sizes. Why not eyewear?

"Our faces are so unique and beautiful, but there was one standard fit for glasses. We thought there was something we could do about that," Shin says.

Both women have low nose bridges and high cheekbones, causing most eyewear to slide down and rest on their cheeks. They 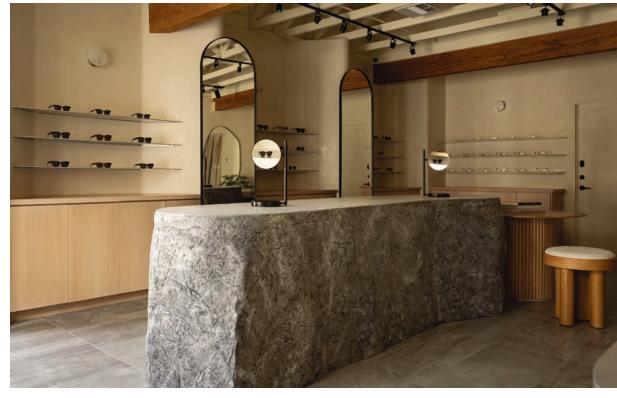identified three areas to improve upon. First, they added longer nose pads, so frames would sit higher on their nose. Next, they straightened the frames so they wouldn't dig into their cheeks. Finally, they narrowed the bridge to fit snugly. They dubbed the result Elevated Fit. It was ideal for not only Asian faces, but also for anyone with a smaller nose, high cheeks, and long lashes.

Eyewear is a highly technical product, involving many steps to create a single pair. Working with a team of 40 skilled artisans, Covry makes frames precisely molded, cut, polished, lasered, and assembled in limited-run batches.

"There's no one-size-fits-all for faces, but with every new style, we do several iterations to test out the fit," says Shin.

They began by selling sunglasses online. Now Covry features 60 styles of sunglasses and eyeglasses at accessible price points, starting at $105. The website offers an online fit quiz to narrow down recommendations, plus a virtual try-on tool. And because fit is crucial, Covry mails five frames for each order, which helps customers feel confident in their purchase.

"The real goal is to offer a more humanized interaction," says Shin. To that end, the duo created The Blue Room, an area of the store where shoppers can get complimentary style consultations. That proved to be eye-opening for both customers and Covry's founders.

"A lot of people didn't even realize their frames weren't fitting because they're used to just pushing their glasses back up their noses every few minutes," Shin says. "Getting people to try on our glasses was that magical 'aha' moment of, 'This is how glasses are supposed to fit.' We get letters from people saying they've never had frames fit so well, that they finally feel seen through our eyeglasses."

OPPOSITE: Athina Wang and Florence Shin '13, co-founders of Covry, created a welcoming boutique for eyewear fittings and much more.

THIS PAGE: The store's interior features minimalist design and natural elements.

BEST SELLERS

THE VEGA: One of the very first sunglasses offered when Covry launched in 2015, this walnut-patterned classic remains a bestseller. Shin admits, "I've lost count of how many times we've sold out of them." (From $105)

THE ADARA: Whenever Covry releases a new shade of these ombré-influenced eyeglasses, they sell out. Their versatile shape and lightweight frame make them a popular pick. (From $105)

THE SANZO YUZU: This collaboration with beverage brand Sanzo, known for their Asian fruit-flavored sparkling waters, comes in three fruity colors; Shin's favorite is this transparent citrus-orange featuring a limited-edition yuzu decal. ($125)