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Dennis Peterson of That Guy Eyewear found the perfect spot for his business on Del Paso Boulevard.
PHOTO BY ANNE STOKES

Glasses with a difference; making a difference, too

Optician combines fashionable eyewear with outreach to underserved

BY ALLEN PIERLEONI

Due to a production error, an incorrect address and phone number appeared Dec. 5 with this column. This is the corrected column.

Walk through the door of That Guy Eyewear and you might think you're in the wrong place. That's because the store's striking decor and dramatic displays of eyewear frames (1,500 of them) make it look more like a designer's studio or an art gallery than an optical shop.

Owner Dennis Peterson is an optician who likes to say, "Glasses are a fashion statement." He stocks frames from

several vogue designers, including Michel Atlan and Jonathan Cate, and sells one-off vintage frames, refurbished to like-new.

"I have frames you won't find anywhere else," he said. "I don't carry the brands sold at the malls."

Counterintuitive to that, however, is Peterson's community involvement and personal ethos to give back.

"We want to reach out to the underserved, providing eye-care services for low-income people in transition, and children as well," he said.

To that end, he contracted with an optometrist who will conduct routine eye exams on site, beginning sometime in January. Part of it will involve "bringing kids over for eye exams" through the Roberts Family Development Center. It focuses on helping underserved families via education, after-school programs and financial empowerment.

"Good Day Sacramento" broadcast a spot in October to promote the



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