

PRESS RELEASE

New Product Release – Seventy one™

Carrollton, July 2018: A&A Optical announces the release of one new ophthalmic frame from Seventy one™. A nod to indie-prep style, Seventy one™ is engineered for the millennial market with timeless shapes, organic color variations, and a unique fusion of materials and textures. Metal frames crafted with distinctive color stories, and acetate frames welded with bold metal accents are the collection's signature style.

Straight and Narrow. Combination **Chatham** is on trend with a straight metal brow line and multi laminate acetate temples. Chatham is available in three colors: navy, brown and gunmetal. Each is fashioned with a complimentary color pop on the end piece and along the temples. Size: 53-7-140.



Color Theory. Combination frame **Pratt** combines a color blocked front with complimentary marbled acetate temples. Pratt is available in black (with blue accent), gray (with green accent), and navy (with purple accent). Size: 52-18-135.



MARKETING: Seventy one™ merchandising materials include a 1-piece highlighter display and counter card.

To view all the new Seventy one releases, visit www.aaopticalco.com.

ABOUT A&A OPTICAL

Established in 1971, A&A Optical offers the ultimate selection of premium eyewear with nine established collections. Each eyewear piece is masterfully created with a focus on lifestyle, fit and quality. From unique, one of a kind looks to European inspired designs; A&A is dedicated to delivering the most innovative products and exceptional customer service to meet the growing demands of the optical dispensary and retailer.

A&A Optical Company brand portfolio includes house brands: Alexander Collection™, XXL™ Eyewear, Cruz™, Jalapenos™ Eyewear, Seventy one™, and New Globe™. Licensed brands include: Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear.