

Contact: Maayan Bracha

A&A Optical
P: 800-492-4465
F: 800-998-9331
aaoptical@aaopticalco.com

3215 Skylane Drive
Suite 100
Carrollton, TX 75006
aaopticalco.com

A&A OPTICAL

PRESS RELEASE

New Product Release

New 2019 Alexander Collection™ Styles

Carrollton, January 2019: A&A Optical announces the release of two new Perfect Fit styles from Alexander Collection™: Linette and Shea. Reveal inner grace and sophistication in eyewear inspired by the woman who adorns herself with rich color and style, whether understated or dramatic. Alexander Collection™ offers fine hand crafted details, such as Swarovski crystal accents, metal inlays, and delicate laser etching in acetate, metal, semi-rimless and combination frame styles. Alexander Collection™ is designed to complement women of all face shapes. Petite, regular fit, and perfect fit styles are available in eye sizes 47 to 57 mm.

Bold & Beautiful. Linette features striking, feminine details and rich bold color. The acetate frame's temples are ornamented with metal wrapped ribbon and highlighted in crystals. Linette is available in blueberry tort (featuring teal speckles of color), currant (with iridescent accent hues), and black (with pewter accent color). Size: 58-18-145.



Chic Sophistication. **Shea** features an emphasized browline with a metal front and combination rounded temples. A studded metal accent highlight the upper temples with stylish detail. Shea is available in rich color combinations: black/gold, burgundy/silver, and purple/gunmetal. Size: 57-16-145.

MARKETING: Alexander Collection™ merchandising materials include a highlighter display. A hard eyewear case is shipped with each frame.

To view all the new Alexander Collection new releases and color ways, visit <http://aaopticalco.com/catalog/alexander-collection>.

A&A Optical Company brand portfolio includes house brands: Alexander Collection™, XXL™ Eyewear, Cruz™ Eyewear, Jalapenos™ Eyewear, Seventy one™, and New Globe™. Licensed brands include: Cremieux, Jimmy Crystal New York™, Crocs™ Eyewear, RACHEL Ray Roy and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit aaopticalco.com.