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A&A OPTICAL

PRESS RELEASE

New Product Release

New Alexander Collection™ Petite Styles for Spring

Carrollton, March 2019: A&A Optical announces the release of two perfectly petite styles from Alexander Collection™: Lyssa and Zelda. 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.

Subtle Elegance. **Lyssa** combines delicate and hard materials for a refined style. Lustrous tortoise acetate is juxtaposed with a grooved metal accent on the rounded upper temples. Bold colorways complete the look. Zelda is available in black, navy, and plum. Size: 50-16-135.



Fan Faire. Semi-rimless **Zelda** is adorned with fan cutaways. The sophisticated metal style with two-tone color scheme is available in black (with teal inner color); burgundy (with mauve inner color); and plum (with silver inner color). Size: 49-17-130.



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.