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A&A OPTICAL

PRESS RELEASE

A&A Optical Debuts RACHEL Rachel Roy Collection at Vision Expo East

Carrollton, January 2019: A&A Optical announces the launch of new collection RACHEL Rachel Roy with the debut of 16 ophthalmic styles and 52 total skus. The RACHEL Rachel Roy eyewear collection is available online at aaopticalco.com and in person at the Vision Expo East (Booth #2543) in New York City, March 22 - March 24, 2019.

RACHEL Rachel Roy eyewear celebrates the strong, sexy, cool DNA of the eponymous fashion brand with stylish and wearable shapes, unique prints, and a bold color palette. The collection is crafted with quality materials including stainless steel and handmade acetate. Styles are aptly named with inspirational words of empowerment and positive affirmations. Bliss, Confident, Devoted, Dream, Grateful, Playful, and Wisdom are some of the expressive styles launching this month. Like the fashion apparel, RACHEL Rachel Roy eyewear is about day to night, work to play and every moment in between.

Robert Liener, President, A&A Optical, said, "We are honored to partner with Rachel Roy to introduce this fabulous new women's collection. The unique design touches with bold colors translate beautifully into the eyewear. Those not familiar with the RACHEL Rachel Roy brand, will be introduced to the color and texture of the brand at a POP-UP shop within the A&A Optical booth at Vision Expo East."

Kate Chase-Lansdale, President, Rachel Roy, said, "Our mission is to help women design the lives they wish to live through style. Eyewear is something practical that our woman has to wear so we set out to create something that she wants to wear. We incorporated a number of RACHEL Rachel Roy design hallmarks in the frames that we created including print mixing, bold colors, and interesting shapes. We are excited to build this category with A&A Optical."

Walter Roth, A&A Optical Product Development Manager, said, "It was a joy to work beside a fashion designer of Rachel's caliber and to collaborate on a collection with her unique point of view. The vibrant color palette and whimsical patterns combine with bold and flattering shapes to create something fresh and modern. The styles fit perfectly in the professional woman's eyewear wardrobe."

Vision Expo East Launch

To highlight and celebrate the new collection, A&A Optical will showcase a RACHEL Rachel Roy POP-UP shop at the Vision Expo East in New York (Booth #2543). Visitors are invited to try-on and experience the Spring 2019 ready-to-wear collection and incorporate a RACHEL Rachel Roy frame with their new look.

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ABOUT RACHEL ROY

Rachel Roy is the founder & creative director of her eponymous brand and a tireless activist for using your voice to encourage change and to design the life you wish to live. Created in 2004, Rachel has built her ready-to-wear and accessories business into a globally recognized brand with product categories including contemporary, curvy, outerwear, jewelry, hosiery, home, and swim.

Rachel is a member of the Council of Fashion Designers of America. Rachel founded Kindness Is Always Fashionable, an entrepreneurial philanthropic platform to help women artisans around the world create sustainable income for their families and communities. In 2018 Rachel was named a UN Women Champion for Innovation, and works for the UN advocating gender equality and focusing attention on these and related issues.

About A&A OPTICAL

Established in 1971, [A&A Optical](#) offers the ultimate selection of premium and value eyewear with ten 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™, Cruz™ Eyewear, Jalapenos™ Eyewear, New Globe™, Seventy one™, and XXL™ Eyewear. Licensed brands include: Cremieux, Crocs™ Eyewear, Jimmy Crystal New York™, RACHEL Rachel Roy, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit aaopticalco.com.