

## PRESS RELEASE

### New Product Release

*New styles from Alexander Collection™*

**Carrollton, May 2017:** A&A Optical announces the release of two new styles from the Alexander Collection™: Jody and Theodora. 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.

Delicate Details. Petite frame **Jody** appears unadorned with a classic metal shape but a head turn reveals subtle glamour. An open end piece and grooved ribbons of Swarovski crystals embellish the temples. Jody is available in chocolate, raspberry, and lilac. Size: 50-17-130.



Chic Sophistication. Combination frame **Theodora** features a bowtie shape, marbled translucent acetate and Swarovski crystal accents. Theodora is available in black, brown, and garnet. Size: 53-16-135.



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 [www.aaopticalco.com](http://www.aaopticalco.com).

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