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A&A OPTICAL

PRESS RELEASE

New Product Release – Seventy one™

Carrollton, June 2019: A&A Optical announces the release of one new ophthalmic frames 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.

Down to Earth. Rounded aviator **Crown** features a matte two-tone color scheme, double bar, and metal construction. The vintage style for her is available in natural hues: blue with sand accent color; brown with forest green accent; black with beet red accent color. Size: 51-17-140.



Retro Active. Reminiscent of another era, **Knox** is bold in shape and color. The metal style for him features a modified rectangle shape, double bar, and pronounced brow line with contrasting color. Knox is available in black with blue top color; blue with khaki top color; and brown with green top color. Size: 54-17-140.

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

To view all the new Seventy one releases, visit <http://aaopticalco.com/catalog/seventy-one>.

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, RACHEL Rachel Roy, and Pez® Eyewear.