

PRESS RELEASE

New Collection Release

Time to Shine with New Jimmy Crystal New York™ Ophthalmic and Sun Styles

Carrollton, February 2017: A&A Optical announces the release of new ophthalmic and sun styles from Jimmy Crystal New York™. The designer collection is comprised of striking designs reminiscent of a collector's item. Each style is unique and special, featuring hand set Swarovski® crystals. With iconic eye shapes and shimmering stone patterns, there is a style for every taste, every occasion and every day. Jimmy Crystal New York™ was established in 1991 and is renowned for fashion-forward designs and superior quality accessories. Designer pieces include ophthalmic eyewear and sunglasses in hand-cut acetate, metal and combinations. #shineglimmerglow in Jimmy Crystal New York™.

Dazzling Ophthalmic Eyewear

From exotic prints to dreamy organic swirls, ophthalmic styles shine day and night.

Glitz & Glamour. Acetate style **Montenegro** is bold in shape and design. The butterfly frame is available in black with crystal stones and tortoise with golden crystals. Size: 53-15-135.



A Cut Above. **Mykonos**, makes a fashion statement with laser cut details and strategically placed round iridescent crystals. The edgy yet sophisticated metal frame shimmers in timeless black and enviable sangria. Size: 53-16-135.



Fashionable Crystal Sunglasses

Jimmy Crystal New York™ sunglasses are available in multiple unique styles, shapes and materials. Styles include CR-39 and Italian lenses so the frames are as safe in the sun as they are beautiful and eye-catching.

Cat's Meow. Cat eye **JCS225** allures with gradient lenses and iridescent floral petal and round crystals. JCS225 dazzles in black pearl, and tortoise with an unexpected turquoise inside coloring. Size: 54-16-135.



MARKETING: Each Jimmy Crystal New York™ frame is shipped with a suede frame pouch, cleaning cloth, and hard case. Jimmy Crystal New York™ merchandising materials include: Jimmy Crystal New York™ modular display, crystal logo plaque, and mirror accented with Swarovski crystals.

To view all the new releases, visit www.aaopticalco.com. Ask your sales consultant about *Shine* – the Jimmy Crystal New York™ Rewards Program and its exclusive benefits.

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: Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit www.aaopticalco.com.