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**A&A OPTICAL**

# PRESS RELEASE

## New Product Release

*New Jimmy Crystal New York™ Ophthalmic*

**Carrollton, January 2019:** A&A Optical announces the release of three new ophthalmic styles from Jimmy Crystal New York™. The designer collection is comprised of striking designs reminiscent of a collector's item. Each frame 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.

Opulent Ombré. Acetate **Algrave** shimmers with a light to dark Swarovski crystal pattern. Algrave is available in black (embellished with crystal, silver, and grey crystals); and brown (with crystal, red and burgundy crystals). Size: 55-16-135.



Timeless Beauty. **Corfu** marries a classic shape with chic elegance. The metal frame featuring a flat front is available in black and sapphire. An iridescent round and kite crystal pattern embellish the front and comes to a shimmering point on the upper temples. Size: 54-18-140.



All that Glitters. Thasos features a rounded shape with an emphasized browline. A gradient shimmering crystal pattern adorns the temples. The metal frame is available in black (with complimentary hues of sapphire crystals), and burgundy (with complimentary burgundy, magenta and pink crystals). Size: 52-18-140.



To view all the new releases, visit [aaopticalco.com/catalog/jimmy-crystal-new-york](http://aaopticalco.com/catalog/jimmy-crystal-new-york).

MARKETING: Each Jimmy Crystal New York™ frame is shipped with a cleaning cloth and hard case. Jimmy Crystal New York™ merchandising materials include: Jimmy Crystal New York™ 4-piece display, logo plaque, and mirror accented with crystals.

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, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).