

PRESS RELEASE

New Product Release

New styles from Alexander Collection

Carrollton, March 2017: A&A Optical announces the release of two new styles from the Alexander Collection™: Brianne and Gretchen. 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.

Affair to Remember. Feminine and alluring **Brianne** captures the eye with its Cloisonné jeweled accent and ornate color scheme. The butterfly shaped acetate frame with gold accent color is a work of art in black (with copper, blue and cream enamel); tortoise (cocca, ecru, and copper enamel); and wine (with white, rose and marsala enamel). Size: 54-16-135



Ladylike. Understated but elegant, Perfect Fit **Gretchen** balances a butterfly shape with combination temples and a metal and crystal inset. The polished semi-rimless frame is available in rich black, mocca and navy. Size: 55-16-140.



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.

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®.