

PRESS RELEASE

New Product Release

New Fall styles from Alexander Collection™

Carrollton, October 2017: A&A Optical announces the release of two new styles from the Alexander Collection™: Jocelyn and Willow. 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.

Ladylike. Petite style **Jocelyn's** delicate design is minimalist but modern with an acetate front and combination temple. The modified oval frame is available in black, brown and iris. Size: 50-17-130.



Watercolor Fashion. **Willow** is an art form all its own with colorful brush strokes and gold accent color. The whimsical metal frame with classic shape and duotone front is available in black, rose, and teal. Size: 55-17-140.



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: Cremieux, Jimmy Crystal New York™, Crocs™ Eyewear, and Pez®.