

PRESS RELEASE

New Product Release – Cruz™ Eyewear

Carrollton, February 2018: A&A Optical announces the release of new styles from Cruz™ Eyewear: I-244 and Canyon Rd. Stylish and affordable luxuries designed for the discriminating, modern man. Cruz™ eyewear offers a selection of finely crafted, premium eyewear designs which complement any style and all ages; from modern to classic and athletic to European styles. Available in acetates, metals, combinations, semi-rimless and 3-piece mounts.

High Street. Lightweight and minimalist in design but high in fashion, **Canyon Rd** features a unique hinge. The combination frame is available in black, green, grey, and navy. Size: 52-16-140.



Sports Luxe. Semi-rimless **I-244** combines a classic shape with modern details including athletic inspired color-blocked rubber temples. The sleek beta titanium frame is available in brown, gunmetal, and navy. Size: 53-18-140.



To view other Cruz™ Eyewear releases, visit www.aaopticalco.com.

MARKETING: Cruz™ merchandising materials include a logo plaque. Each Cruz™ frame is shipped with a hard case.

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™, Cruz™, Jalapenos™ Eyewear, New Globe™, Seventy one™, and XXL™ Eyewear. Licensed brands include: Cremieux, Crocs™ Eyewear, Jimmy Crystal New York™, and Pez® Eyewear.