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**A&A OPTICAL**

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# PRESS RELEASE

## New Product Release

*New Jimmy Crystal New York™ Ophthalmic*

**Carrollton, April 2019:** A&A Optical announces the release of a new ophthalmic style from Jimmy Crystal New York™. Jimmy Crystal New York™ is synonymous with dramatic, alluring, and captivating design. Each frame is unique and special, all hand set with Swarovski® crystals, in the heart of NYC's Fashion District. With iconic eye shapes and shimmering stone patterns, there is a style for every taste, every occasion and every day. Jimmy Crystal New York™ sets a new standard for elegance - while dazzling the world. Designer pieces include ophthalmic eyewear and sunglasses in hand-cut acetate, metal and combinations. #ShineGlimmerGlow in Jimmy Crystal New York™.

Crystal Rush. Boldly designed with rich color and large cube jewelry ornamentation, **Zadar** glimmers in auburn (adorned with jet black Swarovski crystals), and merlot tort (featuring silver crystals). The acetate frame is available in size 54-16-140.



To view 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™, Cruz™ Eyewear, Jalapenos™ Eyewear, New Globe™, Seventy one™, and XXL™ Eyewear. Licensed brands include: Cremieux, Crocs™ Eyewear, Jimmy Crystal New York™, RACHEL Rachel Roy, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).