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A&A OPTICAL

PRESS RELEASE

A&A Optical Announces the Debut of the RACHEL Rachel Roy Collection

Carrollton, March 2019: A&A Optical announces the debut of new collection RACHEL Rachel Roy with 16 ophthalmic styles and 52 total skus. The RACHEL Rachel Roy eyewear collection is available online at aaopticalco.com and in person at the Vision Expo East (Booth #2543) in New York City, March 22 - March 24, 2019.

RACHEL Rachel Roy eyewear celebrates the strong, sexy, cool DNA of the eponymous fashion brand with stylish and wearable shapes, unique prints, and a bold color palette. The collection is crafted with quality materials including stainless steel and handmade acetate. Like the fashion apparel, RACHEL Rachel Roy eyewear is about day to night, work to play and every moment in between.

Spring Ready. Fresh picked **Bliss** flourishes with a RACHEL Rachel Roy floral fashion print on the outer temples. The contemporary style with pronounced browline features a complimentary two-tone color story. Bliss buds in black, brown, and eggplant. Size: 53-16-135.



Bliss Black



Bliss Eggplant

Love Affair. **Bold** marries lustrous crystal acetate with a well-balanced shape and signature RACHEL Rachel Roy patterns on the inner temples. Bold is available in jade (accented with a Spring floral pattern), rose (accented with pink floral pattern), and shadow (accented with a black and white LOVE typographic pattern). Size: 54-16-135.



Bold Rose



Bold Shadow

Hip to be Square. An oversized square shape in metal hues makes a daring fashion statement. **Fabulous** is available in gold and silver. Size: 53-17-140.



Fabulous Gold



Fabulous Silver

Sheer Elegance. This vintage inspired style is not for the faint of heart. **Wanderlust** features a striking two-tone color scheme with translucent acetate and opulent gold metal. Wanderlust is available in cream, crystal, and sky. Size: 52-17-140.



Wanderlust Cream



Wanderlust Sky

Cat Power. **Wisdom** captures the retro vibe with sophisticated, modern allure. The tortoise cat-eye frame is laminated with a fashionable accent color for a pop of color and structure. The inside temples highlight a RACHEL Rachel Roy Spring 2019 floral pattern. Wisdom is available in 51-16-135.



Wisdom Black



Wisdom Teal

To view the entire debut collection, visit <http://aaopticalco.com/RachelRoy>.

Vision Expo East Launch

To highlight and celebrate the new collection, A&A Optical will showcase a RACHEL Rachel Roy POP-UP shop at the Vision Expo East in New York (Booth #2543). Visitors are invited to try-on and experience the Spring 2019 ready-to-wear collection and incorporate a RACHEL Rachel Roy frame with their new look.

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ABOUT RACHEL ROY

Rachel Roy is the founder & creative director of her eponymous brand and a tireless activist for using your voice to encourage change and to design the life you wish to live. Created in 2004, Rachel has built her ready-

to-wear and accessories business into a globally recognized brand with product categories including contemporary, curvy, outerwear, jewelry, hosiery, home, and swim.

Rachel is a member of the Council of Fashion Designers of America. Rachel founded Kindness Is Always Fashionable, an entrepreneurial philanthropic platform to help women artisans around the world create sustainable income for their families and communities. In 2018 Rachel was named a UN Women Champion for Innovation, and works for the UN advocating gender equality and focusing attention on these and related issues.

About A&A OPTICAL

Established in 1971, [A&A Optical](#) offers the ultimate selection of premium and value eyewear with ten 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™ 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.