

## PRESS RELEASE

### Vision Expo East In-Booth (#2543) Product Demonstration

*Discover the Shine: A Jimmy Crystal New York™ Frame in Process*

**Carrollton, March 2017:** A&A Optical announces an in-booth product demonstration at the International Vision Expo & Conference at the Javits Convention Center in New York on Friday, March 31, 2017, 12:30 - 2:30 p.m. Attendees are invited to discover the Shine and meet and greet with Product Development Manager and Frame Designer, Walter Roth at A&A Optical booth 2543.

Each Jimmy Crystal New York™ frame is unique and special, featuring hand set Swarovski® crystal patterns. View the finishing touches and attention to detail that each Jimmy Crystal New York™ style entails. The in booth demonstration will include commentary and a meet and greet with Product Development Manager and Jimmy Crystal New York frame designer, Walter Roth. A new demonstration will begin every thirty minutes between 12:30 - 2:30 p.m.

All demonstration attendees will have the opportunity to win a free Jimmy Crystal New York sun frame of their choosing.

Robert Liener, A&A Optical President/CEO said: "This is a unique opportunity to get a behind-the-scenes look at a Jimmy Crystal New York™ frame in the crystalizing process. You see a finished product arrive in a shipping box or on a frame tray and its eye-catching and beautiful, but viewing the stoning process, you get a firsthand glimpse of the attention to detail and personal touch every frame receives before it ships. Each frame is like a piece of jewelry."

#### **ABOUT JIMMY CRYSTAL NEW YORK**

The designer collection is comprised of striking designs reminiscent of a collector's item. Each style is unique and special, featuring hand set Swarovski® crystals. With iconic eye shapes and shimmering stone patterns, there is a style for every taste, every occasion and every day. Jimmy Crystal New York™ was established in 1991 and is renowned for fashion-forward designs and superior quality accessories. Designer pieces include ophthalmic eyewear and sunglasses in hand-cut acetate, metal and combinations. #shineglimmerglow in Jimmy Crystal New York™.

#### **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™, XXL™ Eyewear, Cruz™, Jalapenos™ Eyewear, Seventy one™, and New Globe™. Licensed brands include: Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear. Shop all the new styles at International Vision Expo & Conference West booth 18042 or visit [www.aaopticalco.com](http://www.aaopticalco.com).