

PRESS RELEASE

New Product Release – Seventy one™

Carrollton, April 2018: A&A Optical announces the release of two new ophthalmic frames from Seventy one™. A nod to indie-prep style, Seventy one™ is engineered for the millennial market with timeless shapes, organic color variations, and a unique fusion of materials and textures. Metal frames crafted with distinctive color stories, and acetate frames welded with bold metal accents are the collection's signature style.

Past meet Present. A modern take on a classic shape, **Centre** features an acetate front with metal brow bar in saturated color. The combination frame is available in black (with gunmetal accent), gray (with chartreuse accent) and blue (with periwinkle accent). Size: 52-19-145.



Straight and Narrow. Combination **Chatham** is on trend with a straight metal browline and multi laminate acetate temples. Chatham is available in three colors: navy, brown and gunmetal. Each is fashioned with a complimentary color pop on the end piece and along the temples. Size: 53-7-140.



MARKETING: Seventy one™ merchandising materials include a 1-piece highlighter display and counter card.

To view all the new Seventy one releases, visit www.aaopticalco.com.

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.