

# PRESS RELEASE

RACHEL  
RACHEL ROY

A&A Optical Inks Licensing Agreement with RACHEL Rachel Roy

**Carrollton, September 2018:** A&A Optical announces an exclusive licensing agreement for the design, development, and distribution of RACHEL Rachel Roy (RRR) eyewear. The agreement includes worldwide distribution of women's ophthalmic eyewear and sunglasses. RACHEL Rachel Roy will debut ophthalmic eyewear at Vision Expo East in March 2019.

Robert Liener, A&A Optical President/CEO, shared his enthusiasm: "I am excited to enter into the core women's eyewear arena with such a strong, globally-recognized brand. RACHEL Rachel Roy has mastered ready-to-wear fashion with beautiful women's clothing at attainable prices. Likewise, the eyewear collection will complement the fashion apparel with inspiration from the RACHEL Rachel Roy designs, at a competitive price point."

"We are looking forward to expanding the RACHEL Rachel Roy brand into the ophthalmic category with a strong partner in A&A Optical. Our woman leads a full and multi-dimensional life and being able to offer eyewear solutions from our strong design point of view is exciting." said Amy Rapawy, Rachel Roy Senior Vice President, Marketing and Licensing.

## **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™, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).