

PRESS RELEASE

A&A Optical Founder and Namesake, Alexander Liener, Passes Away



Carrollton, 2018: Alexander “Alex” Liener, A&A Optical founder, namesake, and industry veteran, passed away surrounded by family on Monday, May 7, 2018.

Born on February 20, 1931 in Hungary, Liener immigrated to the US in 1956. A Holocaust survivor, Alex fulfilled the American dream and built a legacy with his perseverance, passion, and zest for success. Alex started his illustrious career in the optical industry in 1966 as the first Texas sales consultant for East Coast Optical (now Safilo).

In 1971, Alex and his wife Agnes Liener (A&A), opened their own eyewear business distributing frames throughout Texas. As owner of the small but growing business, Alex was the touchpoint of every part of the growing business from operations, product design, customer relations, to marketing and sales. He was a pioneer in his out of the box thinking and a savvy businessman.

Throughout his time at A&A Optical, Alex developed and launched many collections, with a focus on lifestyle, quality, and fit, including Marie Claire. Most notably, the Alexander Collection™ debuted in 1984. To this day, Alexander Collection™ offers elegant styles designed to complement women of all face shapes.

Alex retired in 1998 but he could still be found around the A&A Optical offices throughout the years discussing upcoming product launches and brainstorming marketing tactics with employees. His grand appearance at the annual A&A company holiday party was always a highlight of the event.

Alexander Liener will be deeply missed by those of us who were fortunate enough to know him. Services were held last week at Sparkman Hillcrest Memorial Park in Dallas, TX. As an expression of sympathy, memorial contributions may be sent to Shaare Tefilla, 6131 Churchill Way, Dallas, TX 75230.

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.