

## PRESS RELEASE

### New Product Release

*New Perfect Fit styles from Alexander Collection™*

**Carrollton, April 2018:** A&A Optical announces the release of two new Perfect Fit styles from Alexander Collection™: Ebba and Lucy. Reveal inner grace and sophistication in eyewear inspired by the woman who adorns herself with rich color and style, whether understated or dramatic. Alexander Collection™ offers fine hand crafted details, such as Swarovski crystal accents, metal inlays, and delicate laser etching in acetate, metal, semi-rimless and combination frame styles. Alexander Collection™ is designed to complement women of all face shapes. Petite, regular fit, and perfect fit styles are available in eye sizes 47 to 57 mm.

Turn Over a New Leaf. **Ebba** stems with chic sophistication. With a lightweight design and understated details, the three piece mount style is available in gold (with white accent), lilac, and silver (with emerald accent). The temples feature an etched leaf motif and cut outs. Size: 58-17-140.



Sophisticated Affair. Multi-laminate **Lucy** celebrates shape and wearable color stories with speckled acetate temples. A metal jewelry piece with crystals elevates the look. The modified round frame is available in chocolate (with purple accent color), midnight (with brown and teal accent colors), and navy (with cobalt blue accent color). Size: 56-17-145.



MARKETING: Alexander Collection™ merchandising materials include a highlighter display. A hard eyewear case is shipped with each frame.

To view all the new Alexander Collection new releases and color ways, visit <http://aaopticalco.com/catalog/alexander-collection>.

A&A Optical Company brand portfolio includes house brands: Alexander Collection™, XXL™ Eyewear, Cruz™ Eyewear, Jalapenos™ Eyewear, Seventy one™, and New Globe™. Licensed brands include: Cremieux, Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).