

PRESS RELEASE

New Product Release

New Spring Jimmy Crystal New York™ Ophthalmic & Sun Styles

Carrollton, March 2018: A&A Optical announces the release of new ophthalmic and sun from Jimmy Crystal New York™. The designer collection is comprised of striking designs reminiscent of a collector's item. Each frame 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. #shineglimmerglow in Jimmy Crystal New York™.

Dazzling Ophthalmic Eyewear

From exotic prints to dreamy organic swirls, ophthalmic styles shine day and night.

Reptile Renegade. It's all in the details with **Corsica**. The acetate frame's temples feature a snake skin inspired laser cut pattern. Crystals embellish the front eye and temples. Corsica is available in black (with volcano, iridescent stones) and brown pearl (with topaz stones). Size: 54-15-140



Top-Bottom: Corsica, Santorini

Ornamental Opulence. Bold **Santorini** sparkles with a top brow inlayed with a jewelry piece and Swarovski crystals, and temples adorned with a two tone display of crystals. The combination frame is available in black (with black and crystal stones), and purple (with amethyst and crystal stones). Size: 50-18-140.

Fashionable Crystal Sunglasses

Jimmy Crystal New York™ sunglasses are available in multiple unique styles, shapes and materials. Styles feature CR-39 and Italian lenses so the frames are as safe in the sun as they are beautiful.

Floral Fantasy. **JCS120** blooms with a floral inspired crystal pattern. The square style features speckled acetate for a luxe look. JCS120 is available in brown and navy in size: 55-16-135.



To view all the new ophthalmic and sun releases, visit aaopticalco.com/catalog/jimmy-crystal-new-york.

MARKETING: Each Jimmy Crystal New York™ frame is shipped with a cleaning cloth and hard case. Jimmy Crystal New York™ merchandising materials include: Jimmy Crystal New York™ modular display, 6-piece mirrored display, mirrored logo plaque, and mirror accented with crystals.

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 www.aaopticalco.com.