

**Contact:**

Maayan Bracha  
P: 800-492-4465  
F: 800-998-9331  
aaoptical@aaopticalco.com

3215 Skylane Drive  
Suite 100  
Carrollton, TX 75006  
aaopticalco.com

**A&A OPTICAL**

---

# PRESS RELEASE

## New Product Release

*New Jimmy Crystal New York™ Ophthalmic and Sun*

**Carrollton, March 2019:** A&A Optical announces the release of two new ophthalmic and four new sun styles from Jimmy Crystal New York™. Jimmy Crystal New York™ is synonymous with dramatic, alluring, and captivating design. Each frame is unique and special, all hand set with Swarovski® crystals, in the heart of NYC's Fashion District. With iconic eye shapes and shimmering stone patterns, there is a style for every taste, every occasion and every day. Jimmy Crystal New York™ sets a new standard for elegance - while dazzling the world. Designer pieces include ophthalmic eyewear and sunglasses in hand-cut acetate, metal and combinations. #ShineGlimmerGlow in Jimmy Crystal New York™.

City Chic. Contemporary in shape with a touch of glam, **Azores** features temple cut-outs and triangles decorated with hues of light to dark crystals. The metal style with pronounced brow is available in black and burgundy. Size: 51-18-135.



Glam Geometry. Geometric shapes, iridescent crystal patterns and temple cut-outs add glitz to classic oval-shaped **Sardinia**. Sardinia shines in black and plum. Size: 53-18-140.



Fashion Flight. Modified aviator **JCS129** with two-tone Swarovski crystal pattern and elongated acetate temple tips are ready for the runway. Available in gunmetal and silver. Size: 53-21-140.



Brighter than the Sun. Acetate **JCS229** shines bright with a multi-tone Swarovski crystal pattern on the front eye and upper temples. The ultra glamorous look is available in black (featuring blue, grey, and silver crystals); and plum (with amethyst, violet, and silver crystals). Size: 55-19-135.



To view all the new releases, visit [aaopticalco.com/catalog/jimmy-crystal-new-york](http://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™ 4-piece display, logo plaque, and mirror accented with crystals.

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