



CINZIA DESIGNS PREDICTS TRENDS FOR SUNWEAR RETAINER MARKET

-Fun, Fashion, and Function Inspire Concepts For Future Designs

Scottsdale, AZ -January 30, 2008--According to Cinzia Designs, "fashion accessory" is the phrase inspiring designers in the sunwear retainer market for 2008. Fun, fashion, and function are the concepts behind future innovative retainer designs.

Megan Brown, Product Developer for Cinzia Designs states, "The fashion-conscious consumer knows sunwear is currently a booming trend. By incorporating style and convenience you are able to provide a versatile and advanced alternative to predictable retainers. It is a fashion accessory for the sunwear savvy customer."

Cinzia Designs, a division of Europa International, offers a collection of hand crafted eyewear necklaces and chains as an alternative to traditional sunwear retainers. Each necklace is a unique piece of wearable art carefully assembled by hand in Scottsdale, AZ U.S.A.

Cinzia necklaces are designed with an open pendant enabling individuals to hang and display their eyewear collection in a stylish way. Each accessory provides the option to be worn solely as a piece of jewelry and is finished with a magnetic closure for easy access.

Over the course of the year, consumers will enter a fashion forward door with in the retainer market. Innovative designs will ensure fun, fashion, and function.

About Cinzia Designs:

Headquartered in Scottsdale, AZ Cinzia Designs is a division of Europa International an eyeglass manufacturer known around the world for high-quality and high fashion eyewear as well as a deep commitment to customer satisfaction. Cinzia, founded in 2002, draws on the unparalleled knowledge acquired from Europa's 30 plus years in the optical industry.

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For more info, interviews, pictures, samples or a full catalogue please contact Lindsey Reisack.



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