



CINZIA DESIGNS REVEALS TOP TIPS TO LOOKING YOUNGER IN READING GLASSES

- With Baby Boomer Recognition Day Right Around the Corner Cinzia Offers Fashion Forward Tips on Keeping Your Look Young and Fresh in Hip Reading Glasses

Scottsdale, AZ –June 19, 2008—Baby Boomer Recognition Day, June 21, 2008, is right around the corner and Cinzia Designs reveals top tips to looking younger in reading glasses. As Cinzia founder and head designer Cynthia Shapiro first started reaching for readers, she immediately saw the need for a fashionable, fun and functional approach to reading glasses. Through demanding fashion trends and the desire to looking younger, Cinzia has brought forth innovative fashion accessories specifically catered toward the baby boomer generation.

In house Cinzia stylist, Lindsey Reisack, insists that reading glasses are no longer a dreaded sign of aging. With fashion forward reading glass designs and top tips to choosing the right pair, it's fabulous to be fifty!

1. **Accessorize Your Eyes.** Have fun trying on unique shapes and bold colors, selecting styles that flatter your face shape. The best part of buying a new pair of fashionable readers is exploring your options!
2. **Size Does Matter.** The reader you choose should accentuate your eyes not your cheeks. Stay away from bulky oversized readers to avoid an elderly look. Sleek silhouettes present younger hip styles for women and men of all ages.
3. **Keep it Current.** Each season Cinzia Designs presents new innovative collections. Keep up with the trends by updating your look with modern reader designs to avoid looking old and out-dated.
4. **Play Matchmaker.** Accessorize your readers with co-coordinating eyewear accessories such as cute handbags and fashionable eyewear necklaces.
4. **Refine Your Way of Thinking.** Don't look at reaching for readers as aging; look at it as a new way to accessorize.

Contact in house stylist Lindsey Reisack for your complimentary virtual eyewear consultation, lreisack@cinziadesigns.com. Email her a photo or direct her to online pictures of yourself, and Lindsey can make eyewear recommendations based on your face shape, facial features, hair style...etc. Then she can personally send you her top picks!

About Cinzia Designs:

Cinzia Designs is an innovative eyewear and accessories company based in Scottsdale, Arizona. A division of Europa International, Cinzia was founded in 2002, and draws on the unparalleled knowledge acquired from Europa founder Cynthia Shapiro's 30 plus years in the optical industry. Cinzia is sold in boutiques and stores throughout the United States and all over the world. Cynthia L. Shapiro is the head designer and President of Cinzia Designs. For more information please visit <http://www.cinziadesigns.com>

For more info, interviews, high res pictures, samples, a look book or full catalogue please contact Lindsey Reisack, PR Coordinator for Cinzia Designs at 480.951.2149 or lreisack@cinziadesigns.com.

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