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For Immediate Release

CINZIA DESIGNS ANNOUNCES NEW LOOKS AND STYLES FOR FALL 2009 COLLECTIONS

*-Vintage Renditions and Modern Aesthetics Rejuvenate Retro in New Fall Line of
Modern Eyewear and Accessories*

Scottsdale, AZ – June 5, 2009— Cinzia designer, [Cynthia Shapiro](#), announced today the launch of her latest eyewear and accessories collection for Fall 2009. This season, Cinzia strives for new levels with her original functional fashion, emphasizing revitalized classic eyewear styles and expanding her new line of lifestyle accessories.

In Fall 2009, [Cinzia Designs](#) will reveal retro inspired shapes and classic color combinations for each distinct eyewear and accessory collection: 5x5, a high end luxury collection for the most elite tastes, Cinzia, a core collection of artistically crafted eyewear and accessories, Trendies, an affordable collection of accessible accessories and [Redeux](#), Cinzia's brand new line of vintage-inspired sunglasses.

Already dominant in the baby boomer optical market, with Redeux, Cinzia explores styles and shapes that are cross generational. This season Cinzia will be expanding the Redeux collection to include handmade hair accessories and jewelry. Each accessory combines elements such as exotic feathers, dyed leather, chain, wire and intricate beadwork creating one of a kind artisan pieces. Cinzia will also expand her new line of lifestyle accessories to include bangle bracelets, 'show exclusive' boutique jewelry, cashmere blend wraps and voluminous knit scarves.

Complementing the updated looks in reading glasses and sun wear, the Fall 2009 collection will also offer a new line of coordinating hand-crafted ZIAS- chic eyewear necklaces. Each ZIA is a unique piece of wearable art designed with an open pendant to hold your eyewear when not in use. Each necklace is carefully assembled by hand in Scottsdale, AZ.

Prices in the new collection range from \$10.00 to \$225.00. Cinzia can be purchased both online at www.cinziadesigns.com and in select retail stores in the United States and internationally.

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 with a deep commitment to customer satisfaction. Cinzia, an innovative eyewear

and accessories company founded in 2002, draws on the unparalleled knowledge acquired from Europa's 30 plus years in the optical industry.

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