



CINZIA DESIGNS ANNOUNCES INNOVATIVE EYEWEAR NECKLACE DESIGNS

-Beautifully Hand-crafted Eyewear Retainers Double as Necklaces Fusing Fashion with Function: Zia's

Scottsdale, AZ – May 28, 2008 — Internationally acclaimed designer Cynthia Shapiro has announced Cinzia's new innovative eyewear retainers that double as chic necklaces; *Zia's*. Inspired by her travels around the world, Cynthia has created a stylish alternative to keeping your eyewear safe all while serving as a beautiful necklace on its own. Each necklace is designed with an open pendant and magnetic closure enabling fashion forward individuals to hang and display their eyewear collections in a stylish and functional way. Catering to a woman's needs, the *Zia* collection consists of a unique limited edition designs for women of all ages. Each necklace is carefully assembled by hand at the Cinzia studios located in Scottsdale, AZ.

Cinzia Stylist, Lindsey Reisack, explains, "Fashion accessory is the idea behind *Zia's*. Cinzia's designs allow the fashion conscious consumer to mix and match their eyewear collections to each unique *Zia*, all while serving an alternative purpose to sport as a piece of wearable art. Providing the consumer with a multifunctional accessory allows them to have fun and be inspired creatively when accessorizing."

Prices in the new collection range from \$50.00 to \$225.00 and can be purchased both online at www.cinziadesigns.com and in select boutiques all over the United States including Fred Segal in Santa Monica, Pomegranate in La Jolla, and Essentials and More in Scottsdale.

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, has taken the optical industry to new heights through innovative designs and 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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