

For Immediate Release:

Cinzia Designs Debuts the New Hollywood Collection

Scottsdale, AZ, December 29, 2010-- Cinzia Designs is thrilled to introduce seven new sunglasses for Spring, dubbed the New Hollywood collection, available February 1, 2011.

Inspired by the New Hollywood Movement that turned the film industry upside down in the 1960's, this collection is a modern interpretation of vintage sophistication. Think Holly Golightly visits the Warhol factory – a mash up of Hollywood glam and mod cool.

All seven styles feature lenses with UV400 protection and handmade acetate frames. Classic tones of tortoise, grey, black and plum mix it up with Technicolor shades of chartreuse, teal and red, while clean lines and bold shapes boast a vintage vibe that are proportioned for any face shape.

For more information and to view the entire collection, please visit our website at www.cinziadesigns.com or call 800.701.6765.

Headquartered in Scottsdale, 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. Drawing on the unparalleled knowledge acquired from Europa's 33-plus years in the optical industry, Cinzia Designs was founded in 2002 by Cynthia Shapiro. A true visionary in the eyewear industry, Cyn is passionate about creating statement-making readers, sunwear, and accessories to express one's personal style.

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