



For Immediate Release:

CINZIA DESIGNS LAUNCHES TRENDIES BY CINZIA: OFF-BEAT COLLECTION

Scottsdale, AZ, December 15, 2010-- Cinzia Designs is excited to introduce the Off-Beat Collection, a group of laser-cut metal readers in whimsical color combinations.

All nine looks in the collection boast laser-cut metal frames and fanciful two-tone color ways, with 3 choices available for each style. Featuring both half-eye and full-frame styles in imaginative eye shapes, the group is highly collectable, especially given the Trendies price point.

The Off-Beat collection will launch in three parts, with the first 3 styles debuting later this month and two more launches set for February and April 2011, lending the group a get-it-while-you-can, limited edition feel.

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, unconventional, avant-garde readers, sunwear, and accessories to express one's personal style.

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