

For Immediate Release:

Cinzia Designs Launches Their Newest Brand, Trendies by Cinzia

Scottsdale, AZ, December 29, 2009—Cinzia Designs' head designer and CEO, Cynthia Shapiro, has recently announced the launch of their newest collection, Trendies by Cinzia.

Cinzia Designs is known for providing women and men with sophisticated solutions to the reading glass dilemma. The Trendies by Cinzia collection was built from that same innovative foundation to offer consumers new choices of playful, unexpected looks in both eyewear and accessories, all at a no-regrets price point.

For Spring 2010, Trendies presents a collection filled with funky, offbeat shapes in the hottest seasonal colors. The initial roll-out of nearly 20 new styles consists of readers, sunreaders, and 8 new additions to the coveted pocket eyes series of foldable readers in their own case, small enough for the tiniest clutch or smallest pocket. Four different styles of bifocal sunreaders round out the debut collection that will appeal to men and women alike. Like the Cinzia Designs collection, all Trendies pieces are designed to mix and match providing the global eyewear market with accessible, functional and fashionable accessories to express one's personal style.

To complement the new looks in reading and sunwear, Cinzia Designs is presenting a new line of coordinating eyewear necklaces in the same statement-making color palette. Each necklace is carefully hand-crafted in their Scottsdale design studio and is created to be a unique piece of wearable art with an open pendant designed to hold your eyewear when not in use.

Retail prices for the new collection range from \$18 to \$75. Cinzia eyewear and accessories can be purchased in select retail stores throughout the United States and internationally as well as online at www.trendiesbycinzia.com.

For more information and to view the entire collection, please visit our website at www.trendiesbycinzia.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 32-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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