



Announcing the Debut of AYA Optical

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Canadian eyewear company, Claudia Alan, is proud to announce the debut of its 2011 AYA Optical collection featuring the latest artwork by renowned First Nations artist, Corrine Hunt. Available in December of this year, the 2011 line targets men and women ages 25-55 and consists of five styles that incorporate contemporary, native-inspired designs that are unlike any other eyewear on the market.

"We launched AYA fashion in 2009 and since then have been receiving emails asking when we would be taking the AYA brand into optical. Moving into the optical arena allows us to create eyewear in more luxurious materials and take the designs more into a contemporary aesthetic," says company founder, Carla D'Angelo.

The 2011 AYA Optical line is the second generation of AYA eyewear and has been manufactured to meet both North American and European optical standards. Frame sizing and fit have been developed for maximum comfort and to accommodate a variety of prescription lenses. The frames are made of exceptional zyl materials in earthy colours such as brown and green. The unique striations throughout give the frames a wood-like, natural appearance, which truly resonates with the "beauty of our land" aesthetic of the AYA brand. There are four styles for women (Ashley, Jade, Tahlia and Sisley), and the Rudy style has been specifically designed for men.

AYA's appeal has transcended North America with customers now purchasing from around the world (Switzerland, Germany, Japan, Australia and the UK).

Claudia Alan has a long-standing relationship with international aid organization OneXOne. Partial proceeds from the sale of every pair of AYA eyewear are donated to OneXOne's First Nations Nutritious Breakfast Program. The company has contributed over \$35,000 dollars to-date.

Marketing materials for the 2011 collection include branded shopping bags, boxes, posters, and merchandising displays. All AYA Optical glasses come with an embossed hard case, microfiber cleaning cloth, and 12-month warranty.

For more information, please click on [Claudia Alan](#).