

***For Immediate Release:***

**Cinzia Designs Launches an Inspired Collection of Eyewear & Accessories For Fall 2010**

Scottsdale, AZ - July 14, 2010—Designer, Cynthia Shapiro, has recently announced the release of [Cinzia Designs](#)' latest eyewear and accessories collections for Fall 2010.

Founded in 2002 by Cynthia Shapiro, a true visionary in the eyewear industry, Cinzia Designs is an innovative eyewear and accessories company that produces sunwear, reading glasses, cases, handbags, hand-made eyewear necklaces, scarves, and jewelry for sale in boutiques around the world. The Trendies collection was built from that same foundation to offer the hottest seasonal colors and styles at a no-regrets price point. All Cinzia and Trendies pieces are designed to mix and match, providing the global eyewear market with functional and fashionable accessories to express one's personal style.

Fall 2010 provides the release of a series of mini eyewear collections along side new looks and styles from Cinzia and Trendies. In addition, every pair of eyewear comes with a coordinating, custom-designed case that is Cinzia's trademark.

Cinzia's collection of lifestyle accessories is also growing. Spring 2010 saw a successful launch of watches and handbags in the popular line-up of eyewear necklaces and scarves, with more new styles on tap for Fall. This season introduces hand crafted earrings and a collection of exclusive, special order jewelry, all with a one-of-a-kind feel.

For more information and to view the entire collection, please visit our booth: **G19025**

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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