



# The ALLIANCE NEWS

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FEATURING  
**THE PUMA OPTICAL  
COLLECTION**

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**A**&A Optical announces the release of two new styles from the **Alexander Collection™: Hannah and Naomi**. Reveal your inner grace and sophistication in eyewear inspired by the woman who adorns herself with rich color and style, whether understated or dramatic. Alexander Collection™ offers fine hand crafted details, such as Swarovski crystal accents, metal inlays and delicate laser etching in acetate, metal, semi-rimless and combination frame styles. Alexander Collection™ is designed to compliment women of all face shapes in eye sizes 47 mm to 57 mm.

With delicate beads of color and a classic oval shape, semi-rimless Hannah makes a nod to vintage style. The combination frame features oval shaped acetate inlays of varying size, color and pattern along the temples. Hannah is available in black, blush, and brown.

A chic and polished look that never goes out of style, Naomi marries tortoise hues with bold color in a butterfly shape. The translucent acetate frame is available in black, blue, brown, and purple.



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**T**he new **Fysh collection** for 2013 features tonal contrasts, geometric designs, textured metals and exciting design details that draw attention to the temples. The Fysh look is fun, funky and colorful. Color blocking continues to be a big trend in fashion and **F-3479** combines warm, rich front colors with bold, punchy temple hues. The patterned acetate used on the front is subtle, but provides depth to the design. Bold, temple colors are softened by a geometric laser cut design, which is modern and edgy. F-3479 is available in coffee chartreuse, purple fuchsia, grey turquoise, and rustic tangerine in size 59-17-130.

**F-3483** is combination frame with a cat eye shape available in 53-19-135. Textured temples appear to be hand painted with colorful brush strokes and an ombre effect. The chunky plastic front is spot-on with today's eyewear trends. F-3483 is available in purple, black, green and brown.



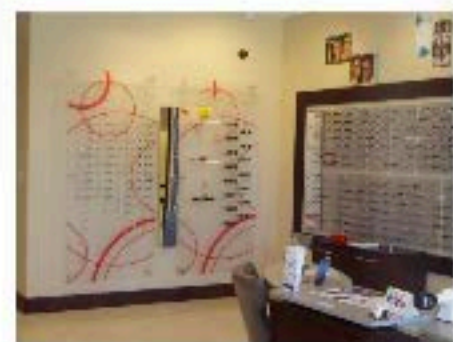
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**L**ocated about 8 miles from the Cowboys Stadium in Arlington, TX stands an eye-catching, yet cozy and welcoming independent practice called **Optimum Eyecare**, led by Dr. Nga Vu-Tran and Dr. Anh Tran. Alliance Members since 2002, Optimum Eyecare enjoys being a part of our buying group for many reasons, including the profitable business relationship that has been established, and access to an array of money-saving programs. One such program, the Peak Performance Program, has proved an especially good fit for their practice. The program offers a wide variety of vendors, including an Optimum Eyecare favorite, Viva. The practice sees additional rebates on top of already great discounts through this vendor. "Viva is definitely a top vendor of ours. We see top selling frames among Candies, Gant, Guess, and Sketchers," says Loan, who is the office manager at Optimum. Loan goes on to say she is very happy with all of her Viva reps and their customer-friendly warranties.

Looking to the new year, Optimum Eyecare's 2013 goal is to become a million dollar practice. They are looking at bringing more lines into their practice and feel their personable approach is

what keeps patients coming back. "We like to take our time with them, and are honest about every fit and frame."

In addition to excellent patient treatment, Optimum Eyecare makes a commitment to giving back to the community, participating in health screenings at a local church and donating glasses to the Lions Club.



Optimum Eyecare, Arlington, Texas