



AYA Optical announces an exciting new collaboration with Ngarrindjeri artist, Amanda Westley of South Australia and three new styles with longtime collaborator Corrine Hunt – Komoyue/Tlingit

News Release (Vancouver, BC) Spring 2019 – The pace of development never slows at AYA Optical and an exciting new eyewear collaboration with Ngarrindjeri woman and artist Amanda Westley who was born in Victor Harbor, will soon be unveiled. Launching this February, the new styles called Landlines will be available at claudiaalan.com and at select opticians across North America. Featuring traditional Aboriginal dot art across the brow lines and temples they are truly unique and on trend.

Says AYA Optical creator Carla D'Angelo "Growing up in Australia and Canada gave me an appreciation for both indigenous art forms. The Australian dot art is traditional and contemporary at the same time. It is one of my bigger risks introducing Australian art into the Canadian market, but I believe the art is so appealing and captivating that the appeal will transcend borders. The initial response has been very positive.

It is always exciting for me to get to know these new artists and learn more about where they come from, their art forms and culture. I think I am very fortunate to be able to collaborate and do my best to use our brand as a platform to share the artists stories."



About Amanda Westley

Amanda's paintings represent the Australian countryside from an aerial view. She focuses on dot paintings which are now internationally recognized as unique and integral to Australian Aboriginal Art. Like North American cultures the Australian Aboriginal people see that the land has a spiritual and cultural connection and it is an important way for them of identifying life. Amanda uses a combination of ocean and earth colours to represent her landscapes and the small country town near the ocean where she lives. She has also introduced brighter colours such as pink and orange to represent how the country looks during different seasons as well as different times of the day. Amanda's family is one of the oldest Aboriginal families on the south coast and her work has been exhibited across Australia.





Corrine Hunt New Releases

Collaborations with world renowned artist Corrine Hunt have been the foundation of AYA Optical's success and 3 new styles are being released February – Quinn, Bella, Vera . New and playful colourways such as pink purple gradients, dappled dot details and rich Havana tortois are part of this newest release. Cateye's as well as a full collection of sunglass readers are also new to the assortment.

BELLA



Hummingbird by CORRINE HUNT.

These slightly oversized cat eye glasses provide glamour and fantastic coverage. Available in three brand new and unique colour ways - a rich Havana Tortoise, Black with a dappled corner detail or bold Purple Tortoise. Spring hinges allow for added comfort and a beautiful Hummingbird with Flower on the temples by Corrine Hunt. Impact and scratch resistant acrylic lenses - UV400



QUINN

Killer whale by CORRINE HUNT.

This style is as classic as they come and will work for men and women. Available in a chic Matte Tortoise or classic Gloss Black. Quinn can be worn casually or to dress up a look, adding a little allure. A sleek Killer Whale design on the temple by Corrine Hunt completes the look and spring hinges added for extra comfort. Impact and scratch resistant acrylic lenses - UV400

VERA

Who said readers needed to be dowdy! These chic little cateye glasses come in a rich Havana Tortoise, flattering Crystal Pink and a stand out from the crowd multi tone Purple. Featuring an Orca design

by Corrine Hunt and spring hinges for extra comfort.



About AYA Optical

AYA Optical was founded in 2003 with a vision to feature original artwork created by renowned First Nations artists, such as Corrine Hunt, Donald Chretien and Kathy Marianito. While the relationship with those artists continues to flourish, AYA has initiated partnerships with collaborators in other regions such as the Australia and is looking at future collaborations with indigenous artists internationally.

AYA Optical successfully blends for-profit entrepreneurship with philanthropy. The brand has always invested back into indigenous communities and has contributed over \$100,000 to initiatives such as helping at-risk kids in Northern communities start their day with a healthy breakfast.

The brand is known for its great styling, focus on details, quality craftsmanship, and philanthropic efforts. AYA Optical has built a reputation for producing exceptional eyewear crafted from high-quality acetates and metals.

Celebrate Indigenous art with us! Please stay connected by following us on instagram @ayaeyewear.

For more information on AYA Optical please contact Carla D'Angelo at Carla@claudiaalan.com or 604 836 1967