

FAMED OPTICIAN, MOSCOT EXPANDS WILDLY POPULAR MOSCOT ORIGINALS LINE OF VINTAGE-INSPIRED EYEGLASS FRAMES

Six Styles Give Fans a Half Dozen Ways to Look Cool

New York – Venerable optician, Moscot, expanded its Moscot Originals line to six – giving fans of the frames a half dozen ways to look cool!

A nod to the classic great looks of vintage frames from decades past, the newly-made Moscot Originals styles retain all of the authenticity of the frames that first made Moscot famous in the 1930s, 40s and 50s, which today are embraced by everyone from regular Joes to superstars such as Johnny Depp, Daniel Day Lewis, Alicia Keyes and Denzel Washington.

Moscot Originals come in a variety of color combinations and all are available with or without a prescription. The Moscot Originals line includes:

THE MALPA -- Designed just for women...Tina Fey meets Clark Kent with a cat's eye look that's smart and sophisticated...with just a hint of naughty.

THE ZELIG -- Cary Grant meets Woody Allen for a polished, clean, refined look, with bold black color and zero exposed hardware. Sol would be proud.

THE NEBB -- The chunky, rectangular Henry Kissinger-esque style frame is raw, aggressive and in your face – just like a real New Yorker.

THE LEMTOSH -- This rounder, nerdier number has served as the calling card for generations of creative, thoughtful, free spirited intellectuals and artistes – from Buddy Holly to Truman Capote to Johnny Depp.

THE VILDA -- Pure FDR style that enters the room before you do. Worn by strong, industrial, bold men who know how to keep it cool.

THE MILTZEN -- The round, full-view shape, eponymously named after a family uncle, is clean, smart and fastidious. Introduced in the 1930s, the frame with the longest lineage is sleek and understated just like the powerful outsiders who've made the frames famous – think Andy Warhol, John Lennon, Harry Truman and Gandhi, to name a few.

Pricing and Availability

Retailing for \$129 (non prescription lenses), the Moscot Originals Line is available online at www.moscot.com, or locally at Moscot store locations in Manhattan and Queens, New York. All styles can be outfitted to fit any prescription. For more information on Moscot retail locations, products and vision services, please visit www.moscot.com.

About Moscot

Venerable optical retailer, Moscot, has been a New York City institution for over 90 years. Patriarch Hyman Moscot began selling eyeglasses from a pushcart on Manhattan's famed Lower East Side in the early 1900s and the rest, as they say, is history. Today, fourth generation Moscot siblings, Kenny and Dr. Harvey Moscot, run the company. Each of the three Moscot locations offer a selection of more than 1,000 frames from a wide variety of well known eyewear and sunglass designers, as well as a comprehensive inventory of contact and eyeglass lenses, and the company's very own branded line of vintage-inspired glasses and sunglasses, the wildly successful, Moscot Originals. Moscot's newest line, Moscot Spirit, remains true to the company's classic downtown identity by mixing elements of the Originals with modern new styling. Moscot Eyecare (aka Moscot Vision Associates), the eye health services also offered at all Moscot locations, provides patients with comprehensive eye care services – from routine eye

examinations and vision exams for corrective lenses to sophisticated eye health assessments using the latest technology available for a more accurate diagnosis and treatment of a full range of medical eye conditions and maladies. Together the fourth generation of Moscots have expanded the business while maintaining the spirit of their great grandfather's philosophy with their current mission: **"To offer the best possible optical experience to our customers and patients by dispensing warmth, courtesy and expertise."**

Media Contact

For samples and/or high-resolution photos, or to speak with Moscot executives, please contact Wendy Simmons at 718.522.9873, or via email at wendy@vendeloo.com.

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