

## **MOST POPULAR STYLES OF MOSCOT ORIGINALS GLASSES AND SUNGLASSES, FROM FAMED OPTICIAN, MOSCOT, NOW AVAILABLE IN LARGE AND SMALL SIZES TO ENSURE PERFECT FIT FOR ANY FACE**

Perennial Favorite, The Nebb, Also Available in New Color

**New York** – Famed optician, Moscot, a New York institution for more than 90 years, announced new sizes of its most popular styles of Moscot Originals – The Nebb, The Lemtosh and The Miltzen – ensuring every face finds the perfect fit!

**The Miltzen's** round, full-view shape, perfect for narrow faces, is now 2-3mm smaller for an even closer fit. Introduced in the 1930s, the frame with the longest lineage is clean, sleek and understated.

**The Nebb**, Moscot's chunky, rectangular Henry Kissinger-esque style frame, and **The Lemtosh**, a rounder frame favored by the likes of Johnny Depp, are now available 2-3mm larger for men who need a fuller cut.

**The Nebb** is also now available in Olive Green, the perfect neutral color that looks great on almost every complexion.

The vintage-inspired Moscot Originals Eyeglass and Sunglass collections are a nod to the classic looks of decades past – replicating Moscot's best selling frame styles from the 30s, 40s, and 50s, right down to real glass lenses in the sunglasses that precisely replicate the true old school colors first fabricated by the company in the 1940s. First launched in 2003, Moscot Originals have developed a cult following of celebrities, hipsters and creative professionals alike. All styles are available as eyeglasses or sunglasses, with or without prescription, with a variety of lens colors.

### **Pricing and Availability**

Frames retail for \$129 and sunglasses retail for \$159 (non prescription lenses). Moscot Originals come in a variety of styles and color combinations and are available online at [www.moscot.com](http://www.moscot.com), or locally at all three Moscot 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, including Moscot Spirit and Moscot Originals, please visit [www.moscot.com](http://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 Moscot has 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](mailto:wendy@vendeloo.com).

# # #