

## **Famed Optician, Moscot, Makes Vintage Photos of Historic NYC Available to the Public for the First Time**

Photos of New York City's Famed Lower East Side in the 30's, 40's and 50's Make Perfect Holiday Gift for Photography Collectors, History Buffs and New York City Enthusiasts

**December 3, 2007, New York, NY** – This holiday season give a piece of New York City history to friends and family with newly-released photographic prints of Manhattan's historic Lower East Side from famed optician and New York City Institution, Moscot. A fixture in New York City for nearly 100 years, Moscot is making these historic family photos available to the public for the first time.

The photographs, taken by great grandfather, Sol Moscot, provide a rare glimpse back in time to the eclectic Manhattan neighborhood and Moscot's namesake, Hyman Moscot, in the 1930s, 1940s and 1950s. The photographs depict what life was like for immigrants, who having come to America via Ellis Island, settled into their brand new lives on the busy streets of the Lower East Side, and are a vivid reminder of what makes New York City the unique and interesting place it is.

All photographs are four-color C-prints matted on archival boards and are available in two sizes: 11 X 14 at \$125.00 and 16 X 20 at \$250.00. To purchase the photographs, and for more information on Moscot retail locations, 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 Moscot brothers 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 Magalie Rene at 718.522.9873, or via email at [magalie@vendeloo.com](mailto:magalie@vendeloo.com).

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