

Create your own seasonal display using A&A's Guide To Dazzling DIYD!



Romance and reinforce the Jimmy Crystal brand inside your optical space. Create an sparkling and elegant holiday display with holiday ready Jimmy Crystal frames.

- Ornate White Frames (Hobby Lobby, \$29.99 - \$89.99)
- Cube Display Set (Target, \$15.49)
- Jimmy Crystal Logo Plaque (A&A Optical, free with frame purchase)
- Ornament Pack (Bed Bath & Beyond, \$9.99)

Tips

- Allocate a small shelf area, pedestal or small table, 12" x 17" or less.
- Less is More. Select a few styles out of your eyewear collection that coordinate with your theme and color scheme. Do not use the entire collection in one vignette.
- Use no more than 3 colors in your display or use a tonal color palette. Like colors will carry the eye through the display but not overpower your product.
- Use height and dimension to add depth and interest to your display.
- Use a Jimmy Crystal logo plaque to reinforce the Jimmy Crystal brand name.

