

**AYA Eyewear + Corrine Hunt's New Eyewear Collaboration is Wearable Art that Celebrates the Extraordinary Iris Apfel**



Vancouver, BC, July 29th – Today AYA announces the launch of our latest collaboration, "Iris" – a striking new addition to our eyewear collection that honours the rich tapestry of indigenous art with a distinct nod to fashion. Inspired by the late legendary style icon Iris Apfel, these bold round frames are poised to inspire the optical world to embrace their inner Iris, with this unique blend of fashion forward style, craftsmanship and cultural significance.



Crafted from luxurious acetate, "Iris" boasts a design that pays homage to the distinctive round frames that have become synonymous with Ms. Apfel's fearless sense of style. Iris was a true visionary, who saw the world through her own lens, with her maximalist approach to style and her trademark dramatic, chunky round-framed specs. Iris's adage? "More is more, and less is a bore."

Iris is available for \$185 in glossy black or a mesmerizing tortoise pattern infused with hints of blue, gold, and brown. Each pair of "Iris" frames is a masterpiece in its own right. But what truly sets "Iris" apart is its homage to indigenous artistry. Adorning the temples of these exquisite frames is a stunning gold heron design, meticulously crafted by contemporary Indigenous artist Corrine Hunt. This intricate motif not only adds a touch of elegance to "Iris" but also serves as a celebration of indigenous culture and heritage.

"We are incredibly proud to introduce 'Iris' to the optical trade," says AYA founder Carla D'Angelo. "Representation has always been a non-negotiable at AYA, in our pursuit of change within the mainstream fashion realm. This latest collaboration is a celebration of cultural heritage and a means of fostering cross-cultural understanding. It is a fusion of art and fashion, and much like Iris

herself, a challenge to pre-conceived notions of fashion. With 'Iris,' we aim to honor the legacy of Iris Apfel while also paying tribute to the rich traditions of indigenous artistry."

With its durable construction, distinctive, wearable style, and cultural significance, "Iris" is poised to make a lasting impact on the optical industry. Whether worn for fashion or function, these frames are guaranteed to turn heads and spark conversations.

Join us in celebrating the intersection of art and fashion with "Iris." For more information, visit [Claudia Alan](#).

### **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, Phil Gray and Kathy Marianito and now Michael A Koby Turtleheart. The woman-led AYA Optical successfully blends for-profit entrepreneurship with philanthropy. The brand has always invested back into indigenous communities and has contributed over \$200,000 to initiatives such as helping at-risk kids in Northern communities start their day with a healthy breakfast, scholarship programs for indigenous women and eyewear donations to elders and communities in need.

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**

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