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**A&A OPTICAL**

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# PRESS RELEASE

## DANIEL CREMIEUX Silver Label Debut Collection

**Carrollton, August 2019:** A&A Optical announces the debut release of nineteen new styles from new brand extension: DANIEL CREMIEUX Silver Label. Contemporary classic style mixed with a timeless French Riviera touch, Cremieux eyewear is defined by preppy details, quality, and chic elegance. Born of the elements, DANIEL CREMIEUX Silver Label is crafted of the finest materials including carved stone and polished wood species for unique one of a kind looks. Fashioned with classic shapes and wearable color, Cremieux offers dapper men everywhere a taste of French elegance.

DANIEL CREMIEUX Silver Label showcases the quality, craftsmanship and attention to detail Cremieux is famous for. All styles feature acetate or metal adjustable temple tips for easy adjustments and comfortable wear. Most styles are finished with the iconic Cremieux crest finished in wood and inserted into the acetate temple tips.

DANIEL CREMIEUX Silver Label will be available online in September at [aaopticalco.com/catalog/cremieux](http://aaopticalco.com/catalog/cremieux).



Second Nature. Refined with bold details, **Degas** fuses mixed materials with textural glory. The wood style features a pronounced brow carved of stone and vintage inspired keyhole bridge. Degas is available in upper/lower color schemes: jasper/coffee and slate/hickory. Size: 52-19-140.



Spruced Up. Taking the acetate style to new heights, **Ernst** is ingrained with sleek wood insets on the end pieces and temples. The oversized square frame is available in black fade (dark walnut inset), navy (cedar inset), and tortoise (cedar inset). Size: 51-21-145.



Clean Slate. Clubmaster redux **Giles** rewrites the rules of prep with laminated rock atop wood. Available in jasper (shimmering grey stone with silver metal rim) and Pebble (muted dark grey stone with black metal rim), Giles makes a bold statement. Size: 52-18-145.

MARKETING: Each DANIEL CREMIEUX Silver Label frame ships with an eyewear case and cleaning cloth. Merchandising materials include: Cremieux 4-piece display, logo plaque, and counter card.

### ABOUT CREMIEUX

[Cremieux](#) is a French tailored preppy brand started by Daniel Cremieux in 1976 in Saint-Tropez, on the French Riviera. Today the brand, still a family business, Cremieux is a rich combination of classic and contemporary styles. Artisan designers bring together a contemporary classic style mixed with a timeless French Riviera touch to create a unique luxury line tailored with the finest materials. Cremieux is defined by its details, quality, and chic elegance and is perfect for the dapper businessman or the style-conscious young executive.

### ABOUT A&A OPTICAL

Established in 1971, [A&A Optical](#) offers the ultimate selection of premium eyewear with nine established collections. Each eyewear piece is masterfully created with a focus on lifestyle, fit and quality. From unique, one of a kind looks to European inspired designs; A&A is dedicated to delivering the most

innovative products and exceptional customer service to meet the growing demands of the optical dispensary and retailer.

A&A Optical Company brand portfolio includes house brands: Alexander Collection™, Cruz™ Eyewear, Jalapenos™ Eyewear, New Globe™, Seventy one™, and XXL™ Eyewear. Licensed brands include: Cremieux, Crocs™ Eyewear, Jimmy Crystal New York™, RACHEL Rachel Roy, and Pez® Eyewear. For more information, contact A&A Optical at 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).