

Contact:

Maayan Bracha

P: 800-492-4465

F: 800-998-9331

aaoptical@aaopticalco.com

3215 Skylane Drive

Suite 100

Carrollton, TX 75006

www.aaopticalco.com

A&A OPTICAL

PRESS RELEASE

New Cremieux Eyewear

Carrollton, March 2019: A&A Optical announces the release of three new styles from Cremieux. Contemporary classic style mixed with a timeless French Riviera touch, Cremieux eyewear is defined by preppy details, quality, and chic elegance. Fashioned with classic shapes and wearable color, the collection offers dapper men everywhere a taste of French elegance.

Into the Woods. **Camden** is constructed with a modern acetate front, keyhole bridge, and is finished with straight grained wood temples. Available in black, navy, and whiskey, the iconic Cremieux black color way is ingrained with stripes of wheat for a bold look. Size: 53-18-140.



Modern Gentleman. **Lapo** proves it's all in the details. Distinguished and sleek, the combination frame features a lustrous rectangle front and matte metal temples embossed with a horizontal diamond pattern. Lapo is available in black, bourbon, and navy (pictured below). Size: 53-16-140.

Masculine Edge. Matte acetate **Royce** features a rectangle front with metal accents. Metal rivets on the corner of the front eye and a textured diamond plate on the upper temples add masculine details. Royce is available in black, gray (pictured below), and olive horn. Size: 54-15-140.



To view all the new Cremieux releases, visit <http://aaopticalco.com/catalog/cremieux>.

MARKETING: Each Cremieux frame ships with a soft eyewear case and patterned cleaning cloth (inspired by a Cremieux pocket square). 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.