

## PRESS RELEASE

### New Cremieux Eyewear

**Carrollton, January 2018:** A&A Optical announces the release of three new styles from Cremieux Eyewear: Boat, Dom, William. 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.

Timeless Sophistication. **Boat** features a classic shape and refined details. The matte acetate style is available in three colors, each with its own unique color story. Black fade features a black to translucent grey fade. Brown features a walnut brown top and ash wood bottom front. Osaka Tortoise features a bold tortoise. Metal rivet details enhance the temples. Size: 51-18-140.



Effortless Style. With its contemporary minimalist design and rich color scheme, **William** is a natural fit. The rectangle frame features handmade, lustrous Italian and Japanese multi-laminate in black, navy, and tortoise. The black frame features dark tortoise temples. Size: 53-17-140.



To view all the new styles, visit [www.aaopticalco.com](http://www.aaopticalco.com).

**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™, Jalapenos™ Eyewear, New Globe™, Seventy one™, and XXL™ Eyewear,. Licensed brands include: Cremieux, Crocs™ Eyewear, Jimmy Crystal New York™, and Pez® Eyewear.