

## PRESS RELEASE

### Debut Styles from Cremieux Eyewear

**Carrollton, September 2017:** A&A Optical announces the debut release of twelve new styles from Cremieux Eyewear. 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.

Understated Luxury. Deep rectangle **Cesar** exudes sophistication with its minimalist design. The handmade Italian and Japanese acetate style is available in black, pine, and rye. The black frame features a multi-laminate acetate with layers of subtle mustard. The Rye frame features a semi-translucent gradient of browns and taupe. The pine frame is a semi-translucent pine green acetate. All the colors feature a branded metal temple endcap. Size: 55-18-143.



Pattern Play. **New Prince** is a fashionable combination of classic shape, sophisticated styling, and modern metal details. The round acetate frame features a metal bridge and thin metal temples. Accented by custom Cremieux printed acetate temple tips, the frame is available in black and blue. The black frame features a blue and green plaid tartan print on the inside temple tips and the navy frame features a blue polka dot print on the inside temple tips. Size: 49-20-145.



Against the Grain. **Tropez** is crafted of a handmade, round acetate front with keyhole bridge and combination wood and acetate temples. The combination frame is available in black, navy, and tortoise. Size: 50-20-140.



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, counter card, and banner.

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