

PRESS RELEASE

New Product Release - Cremieux Eyewear

Carrollton, June 2018: A&A Optical announces the release of new 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.

Well Suited. With architectural appeal, **Arles** features a stainless steel front with a matched mix of brushed and shiny finishes and combination temples. Translucent temples showcase the construction of the temples. Arles is available in black (tortoise temples), brown (whiskey colored temples), and gunmetal (opaque navy temples). Size: 53-19-140.



Classic Reborn. Modified round **Freetime** is classic in shape and bold in color. The handmade acetate frame features a contrasting two tone color effect on the front eye and temples. Freetime is available in black (tortoise accent), navy (red accent) and whiskey (grey accent). Size: 53-19-140.



To view all the new Cremieux releases, visit 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.