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**A&A OPTICAL**

# PRESS RELEASE

## New Product Release - Cremieux Eyewear

**Carrollton, March 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.

Time Traveler. Round **Soho** is a reflection of yesteryear with a modern flair. The multi laminate frame with a keyhole bridge is available in black, pine and rye. Size: 45-22-145.



Into the Woods. Semi-rimless **Tempest** features a flat front with wood temples. The sophisticated style is available in three color stories: black, gunmetal, navy; and two sizes: 53-19-140 and 55-19-140.

To view all the new Cremieux releases, 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.