

# PRESS RELEASE

## A&A Optical Launches New Collection Cremieux

**Carrollton, TX August 2017:** A&A Optical announces the launch of new collection Cremieux Eyewear. A&A Optical releases 12 styles (33 skus total). Cremieux Eyewear can be viewed online: [aaopticalco.com](http://aaopticalco.com) and at the International Vision Expo in Las Vegas (Booth # 18042).

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.

All frames feature the highest quality materials sourced from around the world. A combination of handmade Italian and Japanese acetates, German and Austrian spring hinges, fine metal, and iconic Cremieux custom prints make each frame unique. All frames feature a French quote from Stephane Cremieux: “Ma vision du style.” Translated to mean “My vision of style.”

Walter Roth, A&A Optical Product Development Manager, described the collaborative design process with Cremieux. “Stephane Cremieux has been a true partner in creating this debut collection. His keen sense of color and innovative use of prints updated the preppy aesthetic and added a new twist to classic designs. The design of each eyewear style is shaped by the thoughtful finishing touches of Cremieux’s apparel and accessories.”

### **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: Jimmy Crystal New York™, Crocs™ Eyewear, and Pez® Eyewear.