

CREMIEUX



THE PREPPY CLUB

PROVIDED BY THE CREMIEUX EDITORS



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Must have
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Dear Reader,

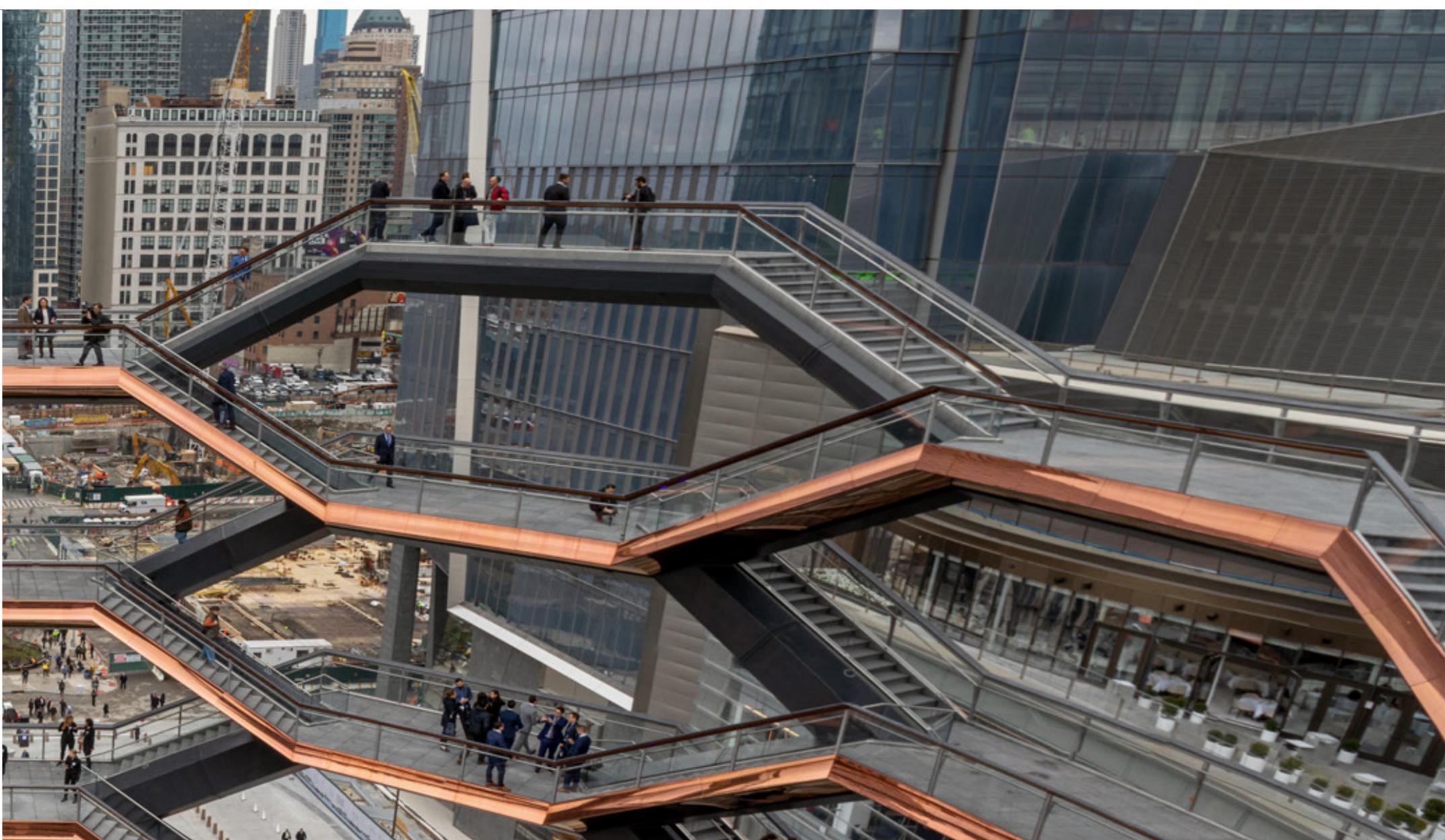
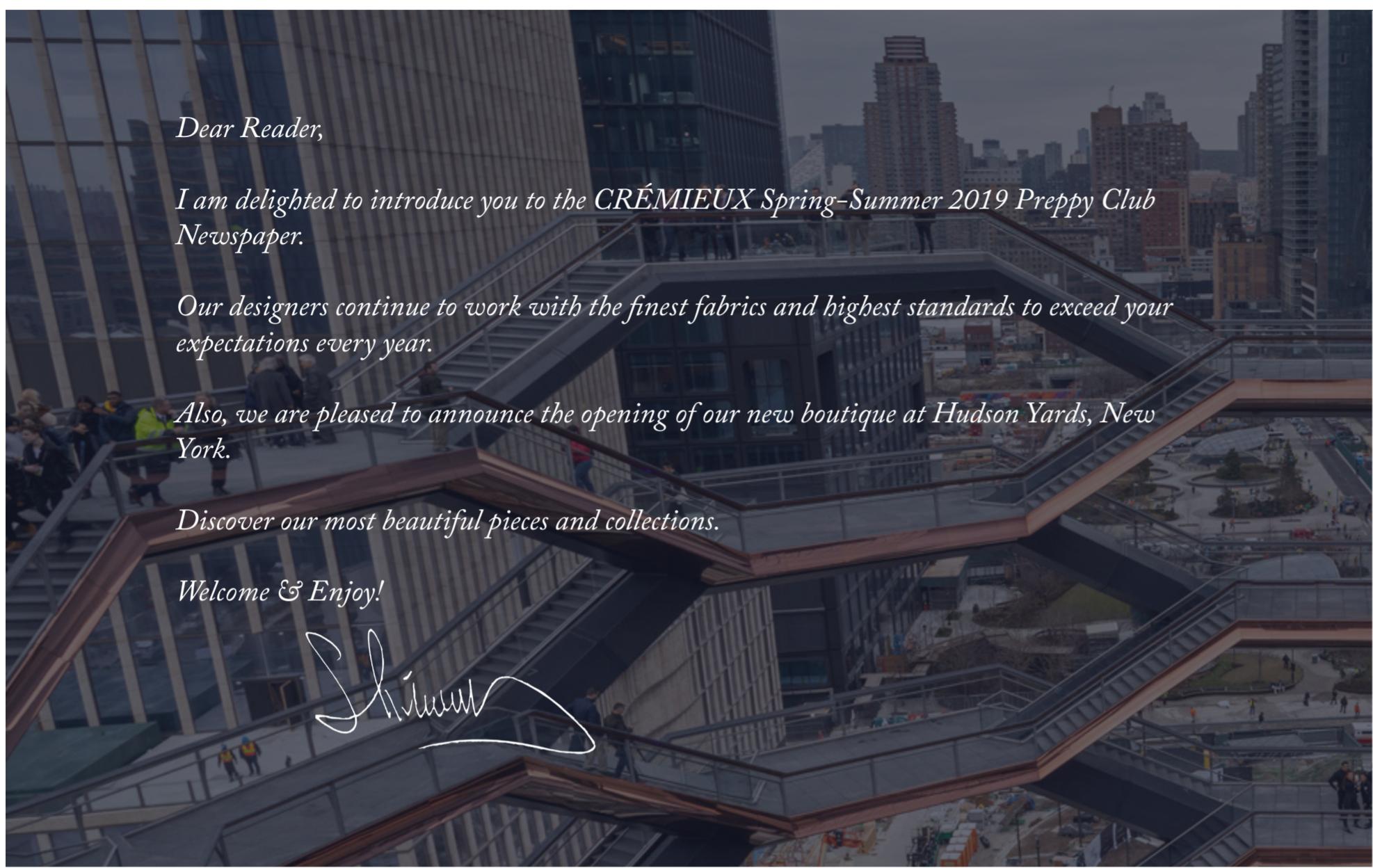
I am delighted to introduce you to the CRÉMIEUX Spring-Summer 2019 Preppy Club Newspaper.

Our designers continue to work with the finest fabrics and highest standards to exceed your expectations every year.

Also, we are pleased to announce the opening of our new boutique at Hudson Yards, New York.

Discover our most beautiful pieces and collections.

Welcome & Enjoy!



NEW CRÉMIEUX BOUTIQUE
20 HUDSON YARDS 500 W 33RD ST
New York, NY 10001
212-564-2081
hudsonyards@cremieuxusa.com

Monday-Saturday 10:00am-9:00pm
Sunday 11:00am-7:00pm

CRÉMIEUX, opened its new flagship boutique for the brand on March 15, 2019 at Hudson Yards New York City. Hudson Yards, a new living and shopping district, was designed by architectural firm Elkus Manfredi. Hudson Yards is the largest private real estate project in the history of the United States; creating a new neighborhood anchor on the west side of Manhattan.

Located on the luxury ground floor, Crémieux Hudson Yards spans 800 square feet and features the entire collection of iconic products that have built their reputation around the world.

Stéphane Crémieux, CEO of the company: "My father opened the first store in Saint-Tropez in 1976, on the French Riviera between Nice and Marseille. This famous city in France is the place where actors, singers and artists from all around the world meet. This was the first store, soon to be followed by others in Paris. Today we are present around the world and we will open our flagship here at Crémieux Hudson Yards. It's a real pride for our family to continue to share our love of beautiful fabrics and fashion in the most artisanal and honest way possible. From the beginning, my father Daniel Crémieux has shown his passion for detail and quality. Now, his passion has become a trademark of the brand; while uncompromisable quality remains the most important aspect of Crémieux. He's still fond of saying: 'There is not future without the past.'"

To establish Crémieux as a lifestyle brand, the store will feature monthly events centered around collaborations with brands, influencers, artists and artisans.

For more information, and to take part in these events, please contact us at hudsonyards@cremieuxusa.com



*SPRING / SUMMER
2019*

NAVY LOVERS

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DOM POPLIN STRIPE ONE-PIECE BUTTON DOWN
COLLAR SHIRT

ROYCE HAWAIIAN FLOWER EMBROIDERED NAVY POLO



OCEAN LIGHTEST TROPICAL WOOL BLAZER

7

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FREETIME WOOL SILK LINEN YELLOW WINDOWPANE BLAZER



The

FACES *of* CREMIEUX

**Alexandre Assouline - Your resume in a few words
(What do you do? Where did you come from, where
did you grow up, what were your studies etc...)**

I was born and raised in Paris and then moved to New York at the difficult age of 15 where I attended the Lycée Français de New York uptown. I did most of my studies in Montreal in Marketing, Art History and Graphic Design and finished at Columbia University focusing on Digital. I worked in consulting at TRAUB for a time until I joined the family business where I've been for the past 3 years.

**We are very curious to know EVERYTHING about
Assouline.**

You are french, Right?
Yes, very!

New projects for 2019 (for you or Assouline)?

Develop the culture lounge concept! I started being an interior designer for libraries about a year ago, and I want to take it from the bookcase to the entire library.

Describe the Crémieux style in three words.
Elegant, surprising and intimate yet welcoming .

How would you describe your fashion style?
Ambivalent, you will only find me wearing suits and occasionally jeans/chinos with a black t-shirt

Overall I am someone that likes to present myself well, in order to respect others.

**If you had only one fashion accessory to keep, which
would you choose?**

My pair of purple vintage Gucci suspenders.

Do you have a fashion Icon?

Hedi Slimane in early 2000s and Cary Grant in *To Catch a Thief*.

Your favorite outfit?
A plaid suit.

What is your motto in life?
Take the day page by page.

A book to recommend this summer?

Our new title *The Impossible Collection of Cigars*!

Where can we find Assouline?
We have 4 retail locations in NYC with our office and a boutique in Palm Beach next to Cremieux and Sant Ambroetus at the Royal Poinciana. We are also in the Pacific Design Center in Los Angeles, multiple branded corners in the US and an international presence – especially in London and Dubai.

**What would you say your day to day style look like?
Are you a more casual dresser? Suits? Jeans? Chinos?
Ties? ...**
Suits definitely, and suspenders (I have a big collection, ties sometimes).

ASSOULINE

INTERVIEW

with



ROMAIN POIROT

Advertising Director, French Morning Media Group

Your resume in few words

I'm from Strasbourg, France, which is where I spent most of my life until 18. Then I studied at EM Strasbourg, University of Alicante in Spain, and Pace University in New York. And I've spent the last seven years between Paris and New York.

Today you represent French Morning, can you tell us a bit more about it. What is French Morning?

French Morning Media Group is the largest publication for French expats and Francophiles living in New York, Miami, Texas, Los Angeles, San Francisco, London, Montréal and Paris. We have 3 publications: Frenchly.us (for Americans interested in or living in France), FrenchMorning.com (for French people in the USA and the UK), and MauditsFrancais.ca, (for French people in Montreal).

Your are the Advertising Director at French Morning. What is your day to day job in the city that never sleeps?

My day to day work consists of management meetings with the ad sales team, appointments, phone calls with key partners, and I also oversee events and marketing for our business partners.

Why did you come to the United States?

I first came as an exchange student and got the opportunity to work here in the best city in the world. I guess I couldn't go anywhere else after that. New York has the smartest and most professionally driven people I've ever met and the most amazing morning sun! We also have access to the best culture and most authentic food you could ever have.

Does French Morning have new projects for 2019?

Yes, we currently have a secret development project for 2019, and we're planning on raising more money in the coming months to finance our expansion in new countries and continents all around the globe.

Describe the Crémieux style in three words.

Gentlemanly, Modern, French elegance.

How would you describe your fashion style?

Modern classic with a touch of Gatsby.

If you had only one fashion accessory to keep, which one would you choose?

My watch! It's a gift from my father.



INTERVIEW

with



PAUL LABRECQUE

Owner, Paul Labrecque Salon & Spa

Your resume in few words

I grew up in Massachusetts, I studied piano and education. I use my education degree to this day teaching my trainees in my apprentice training program.

Although officially I taught in a school for a very short time, my dream was always to be a hair stylist, ever since I helped my aunt with her wig business. It just took me a little time to get there.

We are very curious to know EVERYTHING about Paul Labrecque Salon and Spa.

Our salon started as a love story, two young men met in England and wanted to stay together in New York. I was American and although Brian is now my husband, when we met gay men were not allowed to marry.

A lawyer helped us stay together with a business that we started with a small loan from my dad. That salon had 3 employees!

Our first spa then grew to 33, at present we have over one hundred employees.

We are located in three states and we both travel to all our businesses.

I found Cremieux near my new Palm Beach Salon and Spa and became a steady client of the store Manager: Terry.

New projects for 2019?

Every year is a change on the services of locations, leases begin and end, so we stay very current. That's how a 30-year business grows.

I surround myself with not only great veterans of hair

and beauty, but I keep a steady flow of young innovative talent surrounding me, we want all our services to be state of the art. We nurture a client who wants to look and feel as young as they can.

Describe the Crémieux style in three words.

I was drawn to the colors, patterns and fabrics of Cremieux, they have a Gatsby quality.

I still like a New England style and I feel comfortable in their clothes, they move with me so I can do my work and do not labor me down with stiffness.

How would you describe your fashion style?

I adore fashion, mine isn't fussy, I always wear a hat. I don't love everything to match because I am playful with prints and textures. I am a colorist so I adore to wear color.

Cremieux gets that so I shop there.

If you had only one fashion accessory to keep, which one would you choose?

My hats. They are me. I have blonde and thin hair so I feel more attractive in a chapeau.

Do you have a fashion icon?

Yes I think everyone does. Mine was Carey Grant. He's sophisticated, suave, but yet somewhat playful. He always looked great and he aged beautifully.

Your favorite outfit?

My favorite outfit at the moment is the blue pin stripe designs I bought at Cremieux last year. I bought the sport coat first.

With Lori Piana making the fabric. It doesn't wrinkle and it isn't rigid.

So then, I had to have the pants! I love the cuffs with these one I feel a bit like Carey when I wear it.

What is your motto in life?

It's the motto of my business! Simple, Sexy , Sophisticated. The 3 S's. Less is more: hair fabrics and bodies must move and be free

New trends in terms of hair this summer... Any recommendations?

We are doing our yearly seminar on Gamine Looks. Androgyny, taking a gender free cut that will make a woman feel glamorous and feminine but also sporty and powerful.

Or for a man: "feel of the moment" and still very masculine with natured toned hair color - not shades of cotton candy.

Where to find Paul Labrecque Salon and Spa?

We are located in Manhattan with our Flagship at 65th and 3rd ave, and we are in the private club called Core on 55th street.

You can also find us in the beautiful Rittenhouse Hotel in Philadelphia. We're also your neighbor in the sophisticated shopping plaza Royal Poinciana of Palm Beach.

Paul Labrecque

MADE TO MEASURE

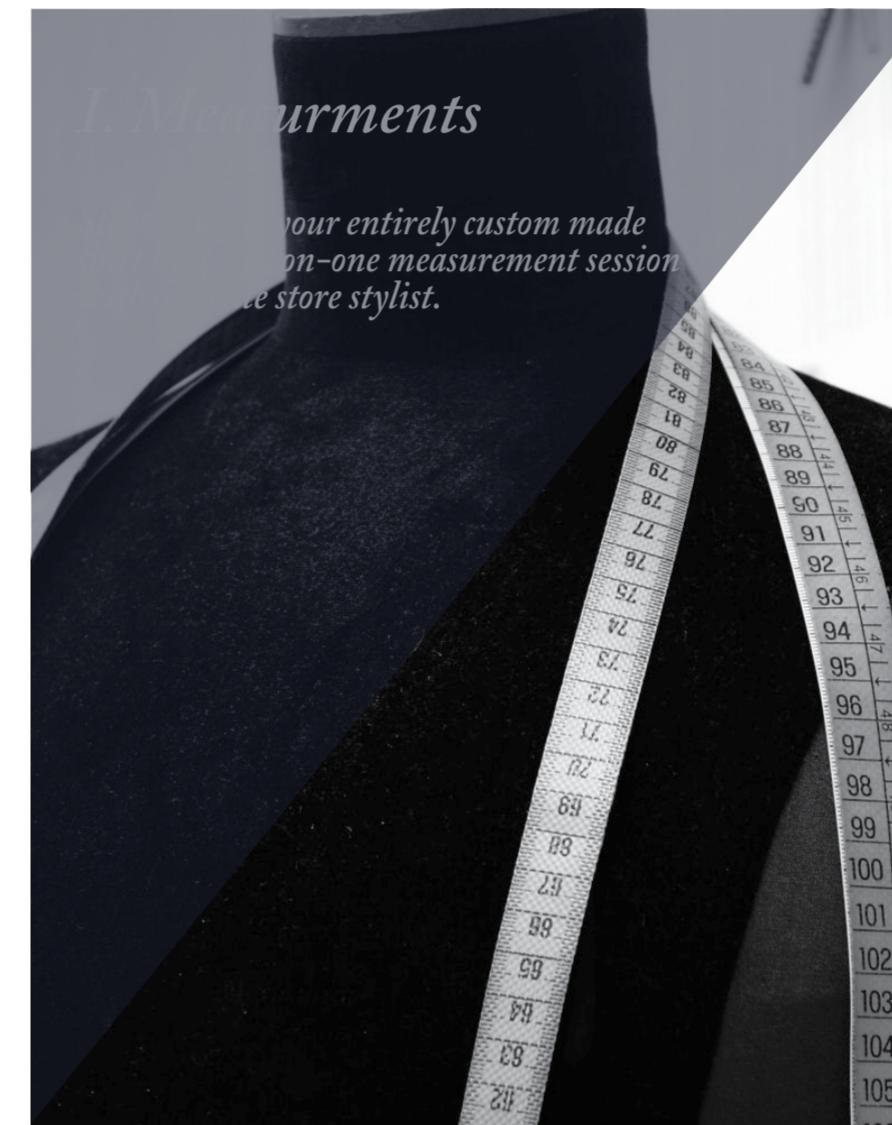


*DESIGN YOUR OWN
CUSTOM SHIRT*

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CREMIEUX
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EXCLUSIF



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CREMIEUX
38
SPRING SUMMER
2019

CREMIEUX
38
SPRING SUMMER
2019

LINEN ONE-PIECE BUTTON DOWN COLLAR
SHIRT



TERRY SUPIMA COTTON OXFORD
STRIPE POLO

BOAT COTTON STRETCH GARMENT
DYE SHORT



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BOND LINEN PLEATED BIB
FRONT WHITE SHIRT



15



PIQUE POLO WITH EMBROIDERED
ICONIC LOGO



TEXAS DETAILS AND 5 POCKET
DENIM JEANS

MUST HAVE

SPRING / SUMMER 2019

— From St Tropez to USA —

2019
SPRING / SUMMER

MUST-HAVE ITEMS

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ALAN STRIPED WOVEN SILK REPP BELT V-POINTED END



J BOND OTTOMAN BI-COLOR STRIPE SHIRT

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CANOPY FLORAL PRINT MILITARY COTTON JACKET

DISCOVER...

... PLACES THAT FEEL LIKE FRANCE IN NEW YORK



Albertine books in French and English. 972 Fifth Avenue New York, NY 10075
(212) 650-0070
<https://www.albertine.com>

Tucked inside the historic Payne Whitney mansion, Albertine is the only bookshop in New York devoted solely to books in French and English - with more than 14,000 contemporary and classic titles from 30 French-speaking countries.

As an integral part of the Cultural Services of the French Embassy, the Albertine bookshop brings to life the French government's commitment to French-American intellectual exchange. The space reflects its belief in the power of literature and the humanities to increase understanding and friendship across borders, as well as in the power of books as a common good for a better world.

In partnership with the Cultural Services, Albertine hosts lively debates and discussions exploring popular and classical culture through a modern and global lens.

French books at Albertine comply with the French law that states that book prices cannot be reduced more than 5 percent. Fixed book prices protect a rich network of publishers and booksellers in France and nourish its "biblio-diversity".

PLACES THAT FEEL LIKE FRANCE IN NEW YORK

Babeth's Feast, 309 Amsterdam Ave, New York, NY 10023
347 482-0369
<https://www.babethsfeast.com>

Babeth's Feast provides access to more time, freedom, and comfort with food. The creative chefs craft small-batch, French-inspired, restaurant-quality food you can savor on your own time—at home and at work. Whether eating with friends, family or solo, enjoy real food, as effortless as it is delicious! With Babeth's Feast, you don't have to cook to eat well at home.



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PLACES THAT FEEL LIKE FRANCE IN NEW YORK



Cannelle French Bakery. 5-11 47th Ave, Long Island City, NY 11101 / 7559 31st Ave, East Elmhurst, NY 11370
718 565-6200
cannellepatisserie.com

Authentic French pastries made for you, always fresh, using only the best and natural ingredients.
Prepared by our dedicated team led by the top pastry chefs in America.

Cannelle started first introduced their pastries to the shores of Brittany, France and Sri Lanka. Eventually crossing over to New York City. New Yorkers have fallen in love with the french pastries - a taste of france in the Big Apple.

Try their fluffy Parisian croissants, authentic Saint Honoré and Paris-Brest cakes, rich Red Velvet cake and many more delights. For a special occasion, their chefs will prepare you a cake that will guarantee to impress you and your guests. Their carefully select their ingredients to ensure their pastries taste amazing. All their pastries are made fresh daily at their location.

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PLACES THAT FEEL LIKE FRANCE IN NEW YORK

RH Rooftop Restaurant. 9 9th Ave, New York, NY 10014
212 217-2210
restorationhardware.com

RH Rooftop Restaurant is a collaboration with the furniture store known as Restoration Hardware, with the first four floors dedicated to showroom space, art installations, a coffee bar, and wine terrace. It's all called RH New York, but the top 10,000 square feet are Sodikoff's, the owner's, domain.

The menu at RH Rooftop Restaurant, in full below, is pretty standard American fare, such as shrimp cocktail, roast chicken, kale caesar, and a lobster roll. Of course there's a burger, too, for which Sodikoff is known at his other restaurants. Drinks include cold-pressed juices, coffee, and tea, as well as beer and wine mainly from California, France, and Italy.



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PLACES THAT FEEL LIKE FRANCE IN NEW YORK



Sandy Hook. Middletown, NJ
Call for the Ferry 1-800-262-8743 or visit www.Seastreak.com for more information and updates.

One of the nicer beaches in the tri-state area. Even on a holiday it wasn't super crowded. Once you're off the ferry, which is about a 30-35 minute ride from the pier near Wall Street, there are shuttle buses that take you to the beach.

Be prepared. Pack your cooler full of goodies, towel, chairs and umbrellas. You can rent the umbrellas but it's better to have everything there. Part of the beach is clothing optional. Everyone can enjoy themselves at this low-key beach.

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Come on in...

WE'RE OPEN

U.S.A

Crémieux Hudson Yards
20 Hudson Yards 500 W 33RD St First floor,
New York, NY 10001, USA
212-564-2081
hudsonyards@cremieuxusa.com

Crémieux Southampton
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631-259-3812
southampton@cremieuxusa.com

Crémieux Palm Beach
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33480, USA
561-225-1884
palmbeach@cremieuxusa.com

Dillard's department stores
www.dillards.com

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