



# THE PREPPY CLUB

PROVIDED BY THE CREMIEUX EDITORS



Spring/Summer  
2016 Collection

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Dear Readers,

This Spring/Summer 2016 Collection is back to colors and refinement.

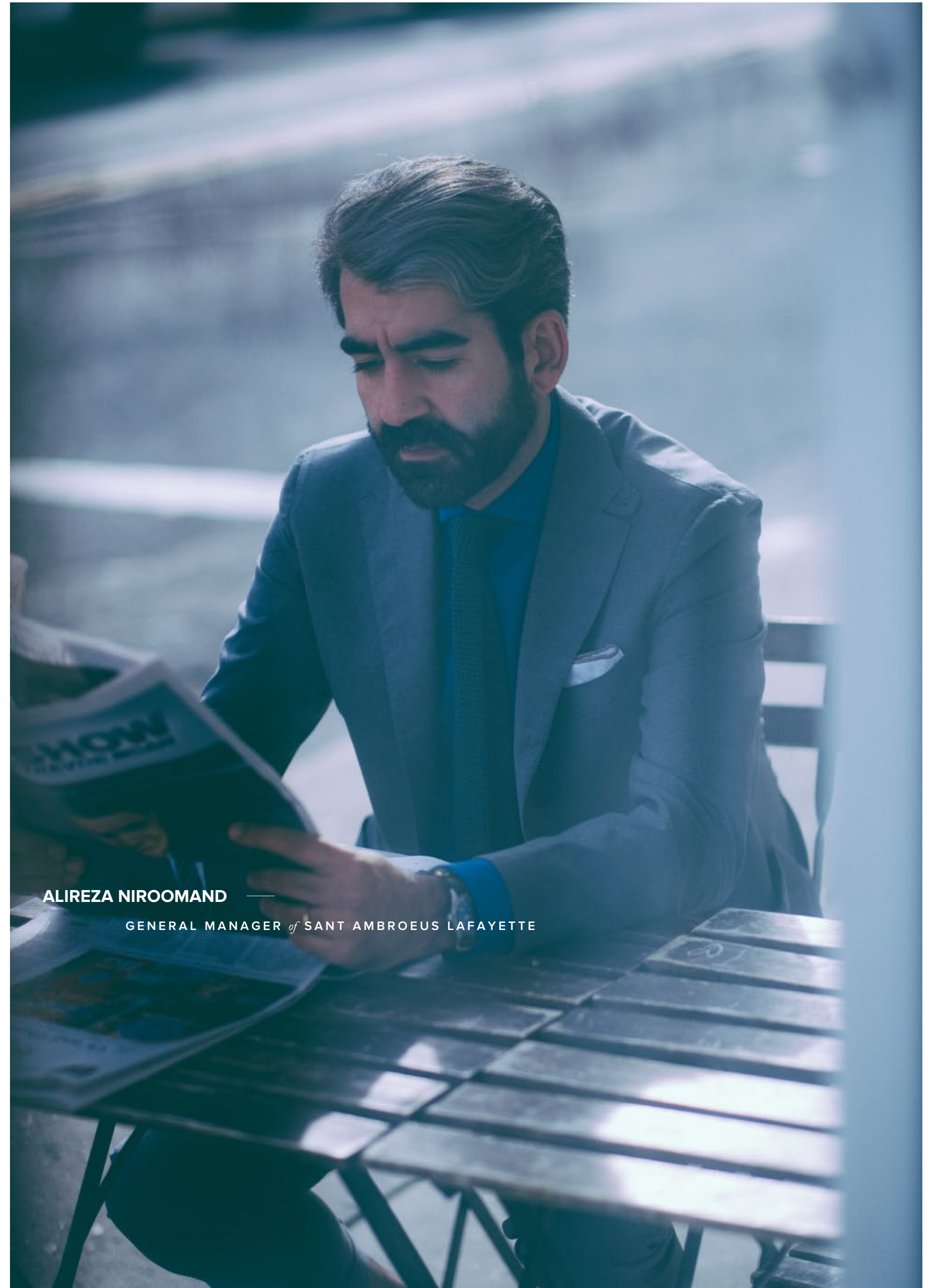
We've selected the most sophisticated, modern, and high quality materials from all over the world to create this collection. For your own pleasure we have introduced new fits in all our products including suits, sportcoats, shirts, and pants.

A special thanks to Monti Italy®, Albiate®, Vitale Barberis®, Reda®, and Loro Piana® for providing the superior quality materials used for this collection.

The Summer is Yours!

A handwritten signature in black ink that reads "Stephane Cremieux".

STEPHANE CREMIEUX



ALIREZA NIROOMAND

GENERAL MANAGER of SANT AMBROEUS LAFAYETTE



Daniel Cremieux Silver Label Linen Shirt, Poland  
Cremieux Mercer St. Texas Denim, Portugal



Polo with Contrast Trim, Imported  
New Yorker Chino Pant, Portugal



Cremieux Mercer St. Ocean Blazer, Portugal  
Méditerranéen Anchor Sweatshirt, Imported  
Cremieux Mercer St. Soho Short, Portugal



Cremieux Mercer St. Freetime Blazer, Portugal  
Tropézien Pointed Collar Shirt, Portugal  
New Yorker Chino Pant, Portugal



Three-Piece Daniel Cremieux Silver Label Suit, Italy



Freetime Blazer, Portugal  
One Piece Button Down Shirt, Portugal  
Sono Chino Pant, Portugal



Crew Neck Linen Sweater, Imported  
Pique Spread Collar Shirt, Portugal  
New Yorker Pant, Portugal



Red Sun Dyed Suit, Portugal  
Double Collar Polo, Portugal





STEVEN ONOJA  
LIFESTYLE & MENSWEAR BLOGGER

— *the* —

# FACES *of* ST. GERMAIN

—



Famous Parisian fashion blogger and curator of [bonnegueule.com](http://bonnegueule.com), a trendy menswear blog, Luca has perfected the art of creating editorial content. The Preppy Club met up with him to discuss the dapper look that he brings to the online fashion scene.

 @LUCALLACCIO

**The Preppy Club: We met for a coffee break at Les Nuits des Thés in Saint-Germain-Des-Prés last week. Could you tell us more about your day-to-day schedule?**

**Luca:** As soon as I'm awake, I check up on my emails while drinking a double espresso. I'm so hooked on coffee that before jumping into my first editorial meeting of the day with my team I usually have another doppio. My schedule changes every day but usually I'm writing new articles, going out for a photoshoot, or organizing a video for my Youtube Channel (@BonneGueule).

**TPC: What's the biggest perk of being a blogger?**

**L:** My favorite part is that I get to create unique and informative content that my audience will enjoy reading. Being able to help other men feel comfortable in their clothes is really rewarding.

**TPC: If we had to meet up, in which area of Paris would it be?**

**L:** In the Marais or Abbesses. You can usually spot me walking around in these areas on the weekend.

**TPC: Where is your favorite place to enjoy a French breakfast/brunch in Paris?**

**L:** During winter, I like going to Quincampe in the Marais because of the cozy interior and the quaint fire place. Their scrambled eggs are amazing! The restaurant Quai, in Saint Germain, also has an amazing view in front of the Seine. It's a perfect spot for the summer.

**TPC: How would you describe the perfect Parisian style?**

**L:** I don't think there is a "perfect style". For me the most important thing is to have every men feeling confident in their outfit. I am delighted when I see a man with a perfectly fitted suit. When I see that, I feel like elegance still exists.

**TPC: What's your day-to-day outfit?**

**L:** Usually at the beginning of the week I wear suits, something dressier. Mid-week is more casual, I usually keep the suit but take off my tie and put on sneakers. At the end of the week I often wear boots with blues jeans and a leather jacket over a basic white tee.

**TPC: What's the perfect outfit to chill in Saint Germain?**

**L:** I would have to say my mid-week outfit with my Vespa motorcycle of course!

**TPC: Describe Cremieux's style in a few words?**

**L:** Preppy style and jackets with Neopolitan shoulders, one of my favorite features of a Cremieux garment!

**TPC: In your opinion, what are the essentials at the Cremieux shop?**

**L:** The patterned pants and the Silver Label shirts that are always so well fitted.

**TPC: Finish the sentence: "Never one day without \_\_\_\_\_" ...**

**L:** My watch and rings.

**TPC: The best French expression?**

**L:** "Oh, m'en parle pas."

## INTERVIEW

— with —



## WALDEMAR KITA

Waldemar Kita is a multi-faceted French businessman and entrepreneur. After having sold his first medical surgery company, Corneal, he created Stylage; one of the most famous anti-aging products in the world. In 1998 he bought the Swiss football club in Lausanne and is now the chairman of FC Nantes, which has won eight French championships and is considered one of France's most important football clubs.

**The Preppy Club: You have been in the Health Care Sector for years and then you switched to the football business. How did this come to be?**

**Waldemar:** I've always been involved in different businesses but have especially been a big fan of football. I played often when I was younger and was keen on its values. FC Nantes was the first football club to exist in France, maybe even in Europe. I really enjoyed the morals and above all the values of this club. Today it's all about FC Barcelona but a few years back, it was FC Nantes!

**TPC: Why soccer above all?**

**W:** The value that I prefer, not only in football but in general, is respect. In fact a certain education, culture, and an intellectual honesty, to the others are the main values for me.

**TPC: In 2014 you were titled as the best leader in French football. In your opinion, what is the secret to being successful?**

**W:** I don't think there are specific rules or skills, but you need to be lucky. I don't really use the word "success"; success doesn't really exist. It's always going up and down. People talk about you when things are going well but they will judge you as soon as things are turning wrong. Success is a state of mind, the will to create, move forward, always evolve, and renew your perspectives.

**TPC: What is the perfect business outfit?**

**W:** There are no rules, but I think a good outfit is a sign of respect for people you are meeting with. You must dress appropriately for any occasion. Ties are not mandatory but most of the time I prefer to wear one. We dress up for ourselves, but also for others. The outfit isn't everything but it helps a lot.

**TPC: Does the sport industry match with fashion?**

**W:** Of course! Athletes are in good shape and the media is always surrounding them. Fashion is a very interesting industry to target for them as they can greatly widen the visibility of a brand.

**TPC: Where's your favorite spot to spend the summer in Paris?**

**W:** I don't really have a preference; Paris is a city full of surprises. Wherever you go, you will be able to find a warm atmosphere and a good coffee. I really enjoy cozy places such as Fouquet's or Costes, I feel at home there.

**TPC: Your favorite area in Paris?**

**W:** I really like Saint-Germain-Des-Prés, Opéra, Madeleine are places that I enjoy spending time. I enjoy going there because you can find a lot of things and for me it's very convenient. Paris is one of the most beautiful cities in the world so anywhere you go you will feel good.

**TPC: Pick one: casual, classy, or overdressed?**

**W:** I don't think I have a specific style as my style depends a lot on the kind of events I'm attending. I try to coordinate my outfits with shapes and colors. It's necessary to have a personality and a style. I can wear a polo or a shirt; the advantage of wearing Cremieux is that you can find a dressy or more casual style.

**TPC: For you what is the Cremieux masterpiece?**

**W:** Hands down the shirts! I have never seen such perfect shirts in terms of design, fit, and quality. I always tell this to all my friends around the world.

**TPC: Your mandatory Cremieux accessory?**

**W:** I love the accessories such as the scarves and ties. They're always creative and well designed. They don't fit with my style but I also really like the bow ties.

**TPC: What is your outfit when attending a FC Nantes match?**

**W:** It's very important to look good since we are always watched by the media. I was fortunate in that I had the opportunity to have the FC Nantes team dressed up by Cremieux. We worked quite awhile on the logo of this partnership in order to show properly showcase the Cremieux look on the athletes. It came out great and was an awesome experience, thank you again!

## INTERVIEW

— with —



## REGIS DAJCZMAN

Founder of the eponymous brand of leather goods using premium vegetable tanned leather and fine exotic skins handcrafted in Paris, Regis Dajczman is a multi-faceted creator. Original, ingenious, and timeless are just a few words to describe the creations of Dajczman. The Preppy Mag met up with this energetic entrepreneur to learn more about his start in fashion and style.

@DAJCZMAN

**The Preppy Club: From musician to designer; Regis tell us, how did you get your start in fashion?**

**Regis:** I've played music my whole life and I still do. I'm currently in *Wemen*, the coolest band in the world. We're getting ready for our next series of concerts at the end of March. As far as design goes, to me everything is all about creation. Accessories are not entirely about fashion, I create pieces that will last as long as possible, going against the stream of obsolescence. The essence of fashion is all about constantly having new ideas, which then get crushed by more and more subsequent ideas that follow the next day. This cycle is even shorter now, with fast fashion. I started at 15, my neighbors had this small workshop/showroom where they made belts and a lot of other things with a strong Harpo style. I made my first leather jacket when I was 21, in Perth, Australia, where my cousin had a leather factory where they made jackets for county policemen.

**TPC: Tell us a little bit about your morning routine as an entrepreneur?**

**R:** I wake up at 6:30, start with freshly squeezed lemon juice. I then practice my own mishmash of yoga-gym for 20 minutes, have breakfast, and read whatever press I can find, before planning my day of work.

**TPC: How would you describe your personal style?**

**R:** Every line, every curve is defined by a function. It has to be streamlined, smart, and beautiful if possible. It also has to possess a strong DNA that is wholly untamable. That's part of who I am.

**TPC: Does Paris still deserve the title of "Fashion Capital"?**

**R:** As long as you find new designers, new brands on every street, yes. However it's a tough and unbalanced struggle against the chains that are all the same on every other corner, in every capital, all around the world.

**TPC: Which area of Paris do you find to be the most inspiring?**

**R:** That's what's beautiful about Paris, you always have a striking place, an art deco building, a gorgeous street. I grew up and went to school in the 9th district. Although it has changed a lot, this district is wonderful. Each little street hides something all the way up to the 18th. It's a pleasure for the eyes. I also like a lot of the districts around Maubert Mutualité as well, because you still get a sense of how Paris was 50 years ago there. It feels as though nothing has really changed. Just like in the movie "Les Tontons Flingueurs".

**TPC: Where is the best place to listen to music in Paris?**

**R:** Well, if you're into Rock music, I'd go to 'le Tigre', have a drink at 'le Scandale', dance in good company at 'le Montana', and end the night at 'le Bus Paldium'. If you're into something more alternative I suggest trying 'la Java'. It has a more soul music scene which I've always been a big fan of.

**TPC: How would you describe a summer in Saint-Germain-Des-Prés?**

**R:** Hot, crowded, but not suffocating, beautiful women, a drink rue de Bussy, a walk from rue Jacob to rue des Canettes, and a quick stop to take a break in the garden of Luxembourg.

**TPC: The mandatory Parisian accessory?**

**R:** My new clutch the "Four/Two".

**TPC: What's your favorite piece at Cremieux?**

**R:** This beautiful white jacket I'm wearing.

**TPC: A final French word?**

**R:** Et voilà...



Entirely

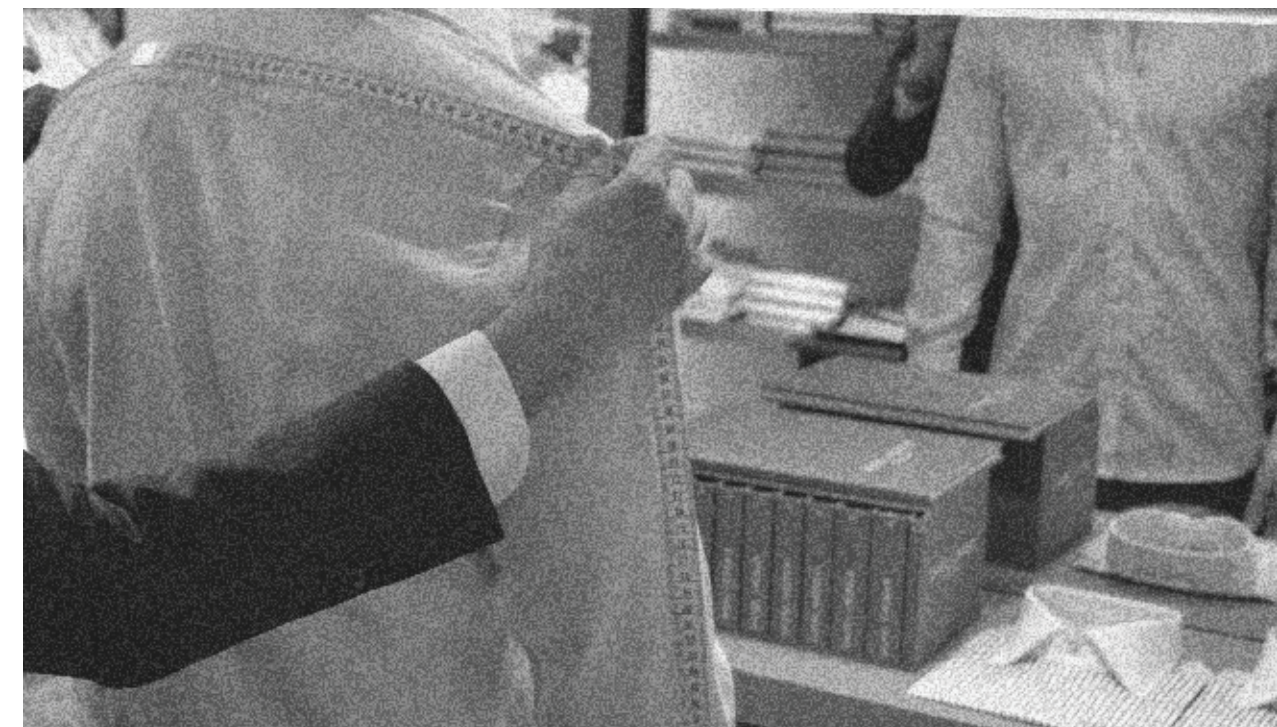
# *CUSTOM MADE SHIRTS*

MADE FOR YOU, DESIGNED BY YOU.



Our made to measure shirts are made with only the finest fabrics and are an essential addition to any gentleman's wardrobe. Whether you're donning business attire or just a casual look nothing is more fundamental than having a shirt you can call your own creation.

## GETTING STARTED



### WHAT TO CUSTOMIZE

### OPTIONS YOU'LL HAVE

### MADE TO YOUR LIKING

*Fabric*



Begin by choosing your fabric from our finest selection of over 1,200 fabrics.



*Collar*



Choose from our selection of over 120 collars for your custom shirt.



*Buttons*



Match your fabric with the perfect button. High and lower buttons available.



*Cuffs*



Cuff or no cuff? Yours to decide. Select from over 50 different styles.



*Monogram*



Select your initials and have them embroidered in any color anywhere on your shirt.



**MG**



## FRANÇOIS-PIERRE MÉRIC

## NICOLAS SIMOES

Who is François-Pierre Méric? You haven't heard? He's a man with unmistakable style, a penchant for the visual arts, and good posture to boot. He's someone you need to get to know.

Nicolas Simoes is an internationally signed model with Elite Models Paris and Wilhelmina in New York City. He's a fashion addict, a photographer, and the creator of the distinguished blog Style By Simoes. We were able to catch him in Paris for a quick 5 minute interview.

### 5 MINUTES WITH FRANÇOIS & NICOLAS

So tell us François...

**The Preppy Club: What was your first thought when waking up this morning?**  
**François-Pierre:** I want to spend this day wandering in the streets of New York City.

**TPC: What is your favorite fashion accessory?**  
**FP:** Scarves.

**TPC: What's your favorite spot in Paris?**  
**FP:** Le Marais, the contemporary art scene and terraces in the center of the city.

**TPC: What's the worst flaw of a parisian?**  
**FP:** Indifference, but it can also be quite charming.

**TPC: What's your favorite song of the moment?**  
**FP:** God Made the Automobile by Iron & Wine

**TPC: What are your essentials in your suitcase during a trip?**  
**FP:** A black sweater with a pair of straight jeans and leather boots.

**TPC: What is your perfect outfit when walking in Saint-Germain-Des-Prés?**  
**FP:** A three piece suit.

**TPC: At the moment, what is your favorite item in Cremieux stores?**  
**FP:** Currently the double printed scarves - the one with polka dots on one side and a Scottish glen plaid pattern on the other side.

**TPC: Paris/New York - Which is your favorite city for shopping?**  
**FP:** New York because people are much more attentive to your needs.

**TPC: One last french word?**  
**FP:** Ataraxie.

**The Preppy Club: What's your first thought when you wake up in morning?**

**Nicolas:** I think first about preparing a great breakfast with a strong coffee. It's essential to start the day!

**TPC: What's your favorite spot for a coffee/breakfast in Saint-Germain-Des-Prés?**

**N:** There is a bar called Little Princess (in Mabillon) where I've met a lot of people and it's always a good time there.

**TPC: What's the worst flaw of a Parisian?**

**N:** Their English. French people are scared to speak another language and it's a shame to at least not try!

**TPC: What's your favorite song at the moment?**

**N:** Sia's new album drives me crazy!

**TPC: What's your favorite fashion accessory?**

**N:** Easily all of my accessories: rings, bracelets, and watches to name just a few.

**TPC: What's your perfect outfit when walking in Saint-Germain-Des-Prés?**

**N:** Raw jeans with a grey jacket and a parka.

**TPC: What's your favorite item in Cremieux stores?**

**N:** Currently the shoes, I love them all.

**TPC: What's your favorite area of Paris?**

**N:** My favorite area? That's difficult because Paris has so many great places. To relax I'll go to the Bois de Vincennes, for partying Champs-Élysées, to have a drink Saint Germain, and to walk around Montmartre.

**TPC: What are your suitcase essentials when traveling?**

**N:** If we're talking about a short trip: A book, my phone charger, a notebook, a big sweater, a few basic tee shirts, my computer, and a pair of sunglasses.

**TPC: Your favorite French expression?**

**N:** Tu veux ou tu veux pas ?

2016  
SPRING SUMMER

# MUST-HAVE ITEMS

“ THE FRENCH TWIST ”



*SHOES*

Handmade in Maine USA by Rancourt®  
exclusively for Cremieux stores.

*POCKET SQUARES*

Luxurious Daniel Cremieux Silver Label  
pocket squares hand rolled in Italy.



*SUNGLASSES*

The Cremieux Tortoise sunglasses collection.  
Wide, angular, and round frames available.  
Ideal fits for any and all face shapes.



MUST-HAVE  
*MERCER STREET ITEMS*

CREMIEUX   
*65 Mercer Street New York, NY*

Our Cremieux Mercer Street collection includes affordable luxury suits, jackets, and shirts made with Cremieux's trademark tailoring. An eclectic mix of vintage and modern classic sportswear and outerwear perfects this upscale-casual collection with panache.

*SUN DYED JACKETS*

Cotton/Linen Chino Sportcoats.  
Available in 7 colors. Colors also available in  
pants and tailored vests.



*MERCER STREET SUIT*

100% Tropical Wool Fresco Suit.



MUST-HAVE  
*SILVER LABEL ITEMS*

DANIEL CREMIEUX  
*Silver Label*

Our preminent Daniel Cremieux Silver Label collection presents exceptional luxury suits, jackets, pants, and shirts. The highest quality fabrics and artisanal handcraftsmanship make these sumptuous garments Cremieux's top drawer line. Label produced most entirely in Italy.

*SILVER LABEL SUIT*

Wool/Linen Tropical Suit.



*SILVER LABEL SHIRTS*

Made in collaboration with Monti<sup>®</sup>, in Italy.

the  
**DOUBLE  
COLLAR POLO**

THIS SEASON'S BIGGEST TREND.



This iconic double collar polo is made of cotton and stretch pique fabric. We have perfected this preeminent polo by adding our signature navy/white stripe on the placket and including vibrant colors on the collar rib.

WAYS TO WEAR IT

KEEP IT SIMPLE

It's summer there's no need to complicate the polo look. Grab a pair of Cremieux swim shorts, boat shoes, sunglasses, and you'll be properly dressed for the season.



MIX & MATCH

Polos are meant to be mix and matched. That's why we recommend pairing a bright double collar polo with our New Yorker striped pants and a clean pair of white buck shoes.



DRESS IT UP

Keep it simple but dressy with our Red Garment Dyed Blazer and Chino Pants. Accessorize with leather loafers and our navy/white ribbon belt.



DESTINATIONS

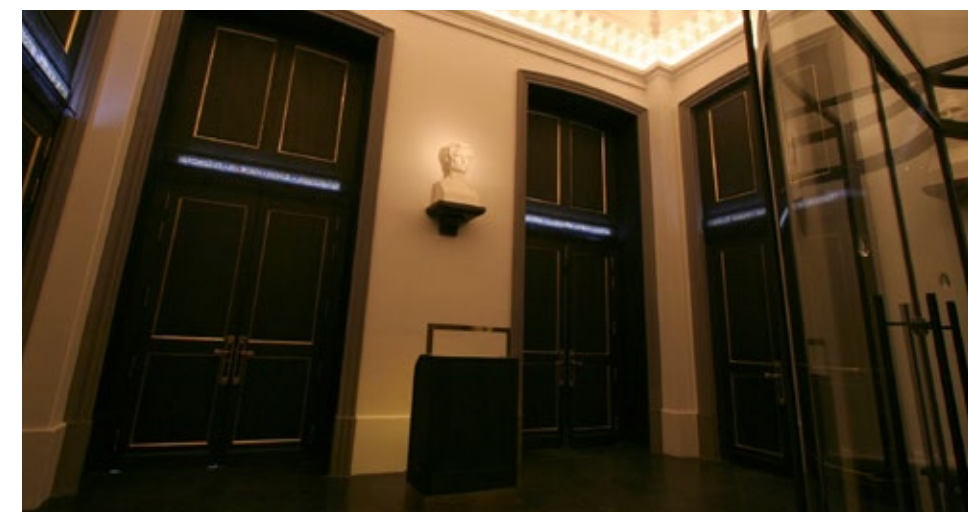


*Sola*

12 Rue de l'Hôtel Colbert, 75005 Paris

*La Société*

4 Place Saint-Germain des Prés, 75006 Paris, France



DESTINATIONS



*Les Nuits Des Thés*

22 Rue de Beaune, 75007 Paris

*Bar de la Croix Rouge*

2 Place Michel Debré, 75006 Paris





— Come on in... —

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