

KREWE

EYEWEAR

WHAT DOES KREWE MEAN?

THE WORD 'KREWE' IS A FRENCH/CREOLE TERM LINKED TO THE TRADITION OF MARDI GRAS, DESCRIBING A DIVERSE GROUP OF PEOPLE THAT PARADE IN CELEBRATION OF CARNIVAL SEASON. OUR NAME INVOKES THIS SPIRIT OF CREATIVE COLLABORATION.

WHY NEW ORLEANS?

KREWE WAS FOUNDED BY NATIVE STIRLING BARRETT ON THE PHILOSOPHY OF DOING SOMETHING UNEXPECTED FROM A PLACE NO ONE WOULD EXPECT. WITH THE CULTURALLY-RICH CITY AS A SOURCE OF INSPIRATION, ALONG WITH A PASSION TO SPREAD THE VIBRANCE AND CHARACTER OF NEW ORLEANS FURTHER, KREWE CELEBRATES INDIVIDUAL STYLE THROUGH MODERN ICONIC FRAMES.

ALL OF OUR FRAMES ARE NAMED AFTER HISTORIC PEOPLE AND STREETS OF NEW ORLEANS. THE MAGIC OF THIS DIVERSE CITY'S RHYTHMS AND RITUALS INFORMS SO MUCH OF WHO WE ARE, AND WHAT WE CREATE. WE'D LIKE OUR CUSTOMERS TO FEEL A BIT OF THIS CITY WHEN ROCKING OUR FRAMES.





WHERE ARE WE NOW?

SINCE LAUNCHING IN 2013, KREWE HAS BECOME A THRIVING EYEWEAR BRAND THAT'S STILL BASED IN NEW ORLEANS, AND NOW SOLD ACROSS THE COUNTRY AND AROUND THE WORLD. KREWE IS PROVING THAT YOU CAN CREATE AND CULTIVATE A LEADING FASHION-FORWARD LIFESTYLE AND EYEWEAR BRAND WITHOUT LEAVING LOUISIANA.

BUILDING UPON THE SUCCESS OF OUR FLAGSHIP STORE IN THE FRENCH QUARTER OF NEW ORLEANS, KREWE'S IN-STORE EXPERIENCE IS FOCUSED ON HOSPITALITY AND INNOVATION, MOVING BEYOND TRADITIONAL RETAIL. KREWE HAS A PERMANENT LOCATION IN SOHO, NYC, AND A SECOND OPTICAL-FOCUSED STORE COMPLETE WITH AN IN-HOUSE OPTOMETRIST IN THE LOWER GARDEN DISTRICT OF NEW ORLEANS.

KREWE ALSO INTRODUCES THE BRAND TO A GROWING FAN BASE WITH AN IN-PERSON EXPERIENCE ON THE ROAD AND MOBILE RETAILER, THE TINY HOUSE, NAMED ONE OF THE "BEST-DESIGNED STORES OF 2017" BY SURFACE MAG. THE 154-SQUARE-FOOT SHOWROOM IS DESIGNED AS AN EXACT REPLICA OF THE ICONIC SHOTGUN HOME—A SYMBOL OF NEW ORLEANS' ARCHITECTURE AND AFRO-CARIBBEAN LINEAGE.

DESIGN + CONSTRUCTION

KREWE'S FOUNDER AND CREATIVE DIRECTOR STIRLING BARRETT LIVES BY A PHILOSOPHY THAT FORM AND FUNCTION SHOULD GO HAND IN HAND. WE ARE PASSIONATE ABOUT OUTSOURCING THE HIGHEST, MOST UNIQUE QUALITY FROM ACROSS THE GLOBE, SEEKING OUT INDEPENDENT, SMALL BATCH PRODUCERS OF MATERIALS. WE DO ALL QUALITY CONTROL INSPECTION AND PACKAGING OUT OF OUR NEW ORLEANS HEADQUARTERS.

THE ST. LOUIS FRAME IS OUR SIGNATURE STYLE, INSPIRED BY THE ROD IRON BALCONIES THAT LINE THE STREETS OF THE FRENCH QUARTER, AND IT HAS THE MOST COLORWAYS TO DATE.





ACETATES

ALL KREWE FRAMES ARE HANDCRAFTED IN ACETATE, A PLANT-BASED MATERIAL, AND ARE HEAT SENSITIVE TO ENSURE A PERFECT, CUSTOMIZED FIT EVERY TIME.

CUSTOM ACETATE

STIRLING BARRETT HAS DESIGNED TWO ONE-OF-A-KIND CUSTOM ACETATE COLLECTIONS IN COLLABORATION WITH THE INFAMOUS MAZZUCHELLI FACTORY STARTED IN 1849 IN ITALY. STELLA, A BLOCK-CUT PATTERN OF WHITE, BLACK AND GOLD ACETATE INSPIRED BY THE RHYTHM OF JAZZ AND THE RECENTLY-LAUNCHED D'ORO, A SWIRL OF BLACK, GOLD AND RED—A DESIGN NOD TO NEW ORLEANS AND ITS ITALIAN-DESIGN INFLUENCE. BOTH ARE UNIQUE AND CUSTOM TO KREWE, MAKING THEM THE MOST EXCLUSIVE COLLECTIONS WITHIN THE BRAND.

CR39 LENSES + NYLON LENSES

ALL FRAMES HAVE CR39 LENSES BESIDES THE NYLON LENS. WE CHOOSE CR39 LENSES BECAUSE OF THEIR SCRATCH RESISTANT, LIGHTWEIGHT, AND DURABLE QUALITY. OUR NYLON LENSES ARE A PREMIUM MIRRORED LENS, SET FLAT INTO THE CONSTRUCTION OF THE FRAME TO CREATE A SEAMLESS, FUTURISTIC DESIGN. ALL KREWE LENSES ARE 100% UVA-UVB

MIRRORED LENSES

OUR MIRRORED LENS IS A CUSTOM, THIN MIRRORED FILM THAT IS MORE SENSITIVE, WE ENCOURAGE YOUR CUSTOMER TO ALWAYS STORE THEM IN OUR PROTECTIVE CASE AND USE A MICROFIBER CLOTH TO CLEAN THEM.

POLARIZATION

TO TELL IF A FRAME IS OR IS NOT POLARIZED, LOOK TO THE INSIDE OF THE ARM. AFTER THE NAME OF THE FRAME IT WILL SAY "POLAR." POLARIZATION IS AN EXTRA FEATURE THAT HELPS DEFLECT GLARE, PERFECT FOR OUTDOOR ACTIVITIES LIKE FISHING, DRIVING OR SKIING.





HARDWARE

ALL EXPOSED HARDWARE IS EITHER 24K GOLD PLATED, 18K ROSE-GOLD, PALLADIUM, OR GUN METAL. A HANDFUL OF FRAMES IN OUR COLLECTIONS ARE COMPLETELY TITANIUM, WHICH IS A LIGHTWEIGHT, PREMIUM METAL.

LIFETIME WARRANTY

WE KNOW ACCIDENTS HAPPEN - THAT'S WHY WHEN YOU PURCHASE FROM KREWE, WE'LL GET THE CUSTOMER BACK INTO THEIR FRAMES BY EITHER REPLACING OR REPAIRING THEM FOR A STANDARD FEE, SHOULD THEY DAMAGE OR BREAK THEIR EYEWEAR. IN ALL CASES, DIRECT THE CUSTOMER TO THE [KREWE.COM](https://www.krewe.com) WEBSITE TO FOLLOW THE QUICK AND EASY STEPS UNDER "LIFETIME WARRANTY" OR EMAIL [WARRANTIES@KREWE.COM](mailto:warranties@krewe.com)



I'M KATIE KREUZ, YOUR KREWE BRAND MERCHANT! I WILL
BE YOUR GO TO PERSON FOR ALL THINGS KREWE.

IF YOU EVER HAVE ANY QUESTIONS OR WOULD LIKE TO
SET UP A SPECIAL EVENT OR TRAINING, PLEASE CONTACT
ME BY PHONE OR EMAIL SO WE CAN GET STARTED ON
PLANNING AN AMAZING KREWE EXPERIENCE AT YOUR
STORE!

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