

CHARMANT

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CHARMANT USA HOSTS TAKE YOUR CHILD TO WORK DAY EVENT

Morris Plains, NJ – CHARMANT USA Inc, the maker of high-quality, high-comfort eyewear welcomed nine children to their headquarters yesterday to experience a day in the life of a CHARMANT employee.

The children received a warm welcome including goodie bags and toys then began their day by working alongside parents. The children learned the important roles each parent holds in the company and were given the opportunity to interact with other departments as well. After lunch, a special presentation was prepared by the product development department that covered the life cycle of eyewear, the manufacturing process, trends, material choices, fit, and customer demand. Following the presentation, each child was provided a sunglass to design with beads and other fun decorations.

Dee Berghuys, CHARMANT's Vice President of Operations stated, "It was a pleasure hosting the children here yesterday. We trust they had a fun and memorable time and learned a bit about what their parents do every day. We look forward to next year!"

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For more details or additional photographs, please contact:

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About CHARMANT

Based in Sabae-City, Japan, CHARMANT Group has over 50 years of experience in eyewear frame production and today is one of the world's leading integrated frame manufacturer's, covering design, production, marketing and distribution. With an extensive expertise in selling licensed brand names such as Isaac Mizrahi, Eddie Bauer, ELLE, and Esprit, the group has an international operating presence and distribution coverage in almost 100 countries. www.charmant.com/us