



PRESS RELEASE  
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# AD LIB EYEWEAR UNVEILS ITS BOLDEST CHAPTER YET

Ad Lib has undergone a dynamic transformation. This premium eyewear brand celebrates 'shifting perspectives' with a fresh brand identity and fashion-forward frames featuring vibrant colours, diverse materials and innovative designs. This is eyewear for people who define their own style.

## New chapter highlights

- o Shifting perspectives – an edgy brand essence and look
- o Innovative frame materials and material mixes
- o Trend-setting tones and unique colour palettes
- o Modern designs with a fresh, youthful style
- o Trailblazing inspirations like Stanley Kubrick or Shirley Scott
- o Precision-crafted with Japanese technology

## Shifting perspectives: the essence of Ad Lib

In a world full of possibilities, what keeps us from changing our point of view? In a world full of individual freedoms, why don't we follow our own rules? In a world full of creativity, why don't we create our own reality?

Let's discover the world with new eyes and write our own history of freedom. Let's shift our perspectives.

With 'shifting perspectives' as the beating heart of this bold new direction, Ad Lib channels the spirit of people who see the world through their unique lens and live by their rules. Fearless and visionary figures like Stanley Kubrick, Martha Boto or Raymond Loewy, known for redefining creativity in their fields, serve as muses for this sophisticated brand reinvention.



## Ad Lib: No status. But a statement.

Born a decade ago as a tribute to freedom and individuality, Ad Lib threw out the rule book. By mixing titanium with unusual colours, it showed that tough and stylish can coexist. Today, this go-to label continues to challenge conventions. Ad Lib has evolved, inspiring you to see the world from a different angle.

This new era takes Ad Lib to the next level. The latest styles remain reliably high quality and feel great to wear. But now, Ad Lib moves beyond titanium, introducing fresh materials and unique blends. Colour selections step up too, with brighter, more imaginative and totally new tones to choose from. With design that puts both style and comfort at the forefront, each frame is a statement of individuality—crafted for and inspired by those who carve their own path.



### The Ad Lib logo: an emblem of change



The hip new Ad Lib logo mirrors this evolution, combining a modern aesthetic with the brand's free spirit. Versatile and diverse, the square shape recalls Ad Lib's origins, while the open sides signal a bold leap into the future and limitless freedom.

## The latest Ad Lib collection

10 new models showcase a strong individual identity. A wide range of cool colours and colour mixes spice up the collection. Fluorescent tones, super sophisticated Nardo grey and hot Ferrari red set these frames apart from conventional eyewear styles. And while classic Ad Lib was all about titanium, this new chapter surprises with innovative material mixes by bringing in acetate and aluminium. Fashionable yet distinct, with sporty, urban or industrial vibes, each profile is named after a trailblazer who channels the Ad Lib essence of 'shifting perspectives'

## MEN



### **AB3357 IANNIS**

Iannis Xenakis redefined music by merging mathematical models with composition, shifting perspectives on how we experience sound and space. This men's frame captures his innovative spirit in a rectangular profile with an aluminium front and titanium temples. 3D effects and dual-toned accents add dimension, making this frame a standout in blue, grey, navy, and striking new shade Ferrari red.



### **AB3358 HENRY**

Henry Ford revolutionised industry, shifting perspectives on mass production and affordability. Industrial chic meets vibrant colour contrasts in this confident wayfarer, named after this pioneering innovator. It features a titanium milling front, bold 3D effects and striking colour applications on the inner rims. Available in two-tone combinations: black, blue, navy and teal.

**AB3359 FRANK**

Looking for a frame that blends visionary design with bold style? Try this two-tone crown pantos frame inspired by 20th century architect Frank Lloyd Wright. Wright shaped modern design, shifting perspectives by creating harmony between humanity and the environment. Geometric angles, raw cuts and bright fluorescent accents give this frame an urban edge. Available in black, green, Havana and navy.

**AB3360 STANLEY**

For timeless style with a modern slant, this sleek acetate wayfarer has you covered. It is named after Stanley Kubrick, the innovative cinematographer who shifted perspectives through unique storytelling and intricate set designs. In this look, dual colouring, gradient temple lines, and vibrant fluorescent accents put a fresh slant on an eyewear classic. Choose from blue, dark grey, Havana, and navy.

**AB3361 RAYMOND**

When Raymond Loewy revolutionised industrial design, he brought sleek, functional aesthetics to everyday products, shifting perspectives with his unique approach. This pantos frame reflects his innovative spirit, pairing industrial flair with contemporary elegance. Titanium lines, acetate Windsor rims and bold 3D effects are complemented by striking colour contrasts. This two-tone look comes in blue, navy, red and a light grey-Nardo grey combo.

**AB3362 PIERRE**

Express yourself in this minimalist titanium frame. It is inspired by the painter Pierre Soulages, who shifted perspectives on colour by revealing the depth and complexity of black as both a colour and a non-colour. The soft hexagonal shape is enhanced by a striking bi-colour finish and strong 3D effects. This contemporary profile, in black, light grey, navy and orange, transforms daily and weekend looks.



## **AB3605 SHIRLEY**

If eyewear were a musical composition, this pantos frame would echo the spirit of Shirley Scott, the 'Queen of the Organ'. Blending bebop, blues, and gospel, she shifted perspectives in jazz with her soulful, innovative sound. Featuring a monobloc titanium front with bold rim tops and integrated rim locks, contrasting matt or shiny temples add a sleek finish to black, blue, fuchsia and green Shirley models.



## **AB3606 CHARLOTTE**

Shifting perspectives was at the core of architect Charlotte Perriand's belief that better design could create a better society. These rounded glasses are influenced by her game-changing design ethos. Two-toned laminated rims, bold colour contrasts and 3D effects look striking and put this beige, green, Havana or navy frame in a class of its own.



## **AB3607 MARTHA**

Where movement meets art, Martha Boto's legacy comes alive. Her vision of kinetic and programmed art perfectly embodies shifting perspectives. This square heptagon frame reflects her pioneering heart. The titanium front features a transparent rim insert, sophisticated colour contrasts and gradients. This bold look comes in black, green, navy and red.



## **AB3608 URSULA**

Where stories shape worlds, Ursula K. Le Guin's voice echoes. A best-selling science fiction writer and major figure in American letters, her spirit embodies shifting perspectives for those who embrace individuality. Elegant with a creative touch, transparent plastic inserts in titanium rims are a defining feature of this soft hexagonal Ursula frame. Matt and shiny finishes and colour gradients add a fashion-forward vibe. Choose from blue, brown, green or grey.

High-resolution images of the entire Ad Lib optical collection for September 2024 can be found at the following link: <https://photos.app.goo.gl/9nr4ZsYAWBbYfYqo6>

## **About the CHARMANT Group**

For over 65 years, CHARMANT Group has been renowned worldwide for its pioneering work in the research and development of new technologies in the optical industry. By striving for perfection and uncompromising high product quality, the Japanese company has developed into one of the most important producers and suppliers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfil the wishes and demands of its customers, CHARMANT can always be depended upon for premium quality and outstanding service. This engagement and passion are clearly perceived in both CHARMANT Group house and licensed brands. Thanks to the company's expertise in the production of superior eyewear frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

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