

PRESS RELEASE

January 2024

ad.lib

AD LIB EYEGLASSES:

ON-TREND DESIGNS WITH LIVELY COLOURS FOR INSTANT CITY FLAIR

Ad Lib beats with life and energy. These light titanium frames are the top choice for the new generation and the young at heart. That's because these cool, colourful and comfortable styles reflect the hottest trends in sports, tech and pop culture. Weave in European design and Japanese innovation and you get fashionable eyewear with a millennial vibe.

New collection highlights 2-colour expressions and 3-D formations

10 new models have the typically Ad Lib features that make them so dynamic and youthful: thin profiles, edgy shapes and striking colour flashes. Enhanced by innovative structures and fresh colours, these new looks will liven up every samples tray.



Women's styles add instant urban elegance. Eyebrow accents, double-sprayed colour contrasts and must-have colours elevate the fashion factor on slender profiles.



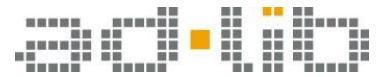
For men, designers have gone all out. Discover double-colour injected temples, long end-tips and 3-D gradient patterns.

Consumer benefits of the Ad Lib collection:

- Modern, pared-back eyewear looks with exciting colour and volume details
- High-quality frame composition and design ensures long wearing pleasure
- Very comfortable eyeglasses thanks to light, premium titanium and flexible temples
- An extra portion of colour to brighten your day, every day.

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AB3351



AB3352



AB3353

EYEWEAR FOR
TRENDSETTERS:
VIBRANT COLOUR
CONTRASTS AND
UNIQUE TEMPLES



Redefine signature style in these new Ad Lib frames. Full titanium rims ooze confidence. Temples reflect the brand's Euro-Japanese heritage. Bi-colour injected formations, 3-D linear patterns and colour contrasts unleash a surge of energy on crown pantos (AB3351), sporty pilot (AB3352) and rectangular (AB3353) models. Contemporary colours include sage green and a teal-mustard combination. You're at one with the city in this street-smart, fashion-forward and sporty blend.



CENTRE-STAGE
EYEWEAR:
ATHLETIC
COLOUR STRIPES
AND COMPLEX
END TIPS



AB3354



AB3355



AB3356

In a baseball cap and trainers or a skinny black suit, your look is complete in an edgy pantos (AB3354), rectangular (AB3355) or retro-inspired rectangular (AB3356) Ad Lib frame. Understated fronts feature on-trend shades or new classics. Temples are a revelation: energy pulses through stripe-like bi-colour contrasts and long end tips. These titanium profiles come in cool new tones: own the moment in a daring cobalt blue and orange pairing or level up in stylish navy with sage green.

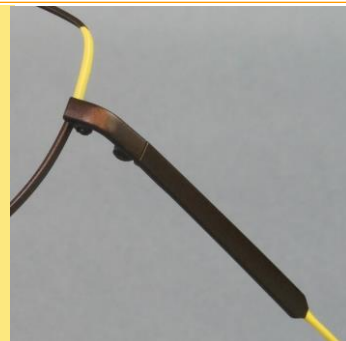
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AB3601

DARE TO BE
DIFFERENT:
COOL TITANIUM
FRAMES WITH
EXCITING COLOUR
POPS



AB3602

Bring new-generation fashion to the next video call in a feline square (AB3601) or edgy hexagonal (AB3602) Ad Lib frame. Very stylish and a little bit intellectual, these full titanium profiles sit comfortably, perfect for all-day wear. Eye-catching shades, sprayed onto the rim sides and end tips, pop against the key frame colour. Available in stylish contrasts, such as yellow and dark brown (AB3601) or chic pearl grey with rose gold (AB3602), these new looks make an instant style statement.



MODERN
ELEGANCE
REDEFINED:
CHIC MATERIAL
AND COLOUR
CONTRASTS



AB3603

Fashion-forward intuition meets natural elegance in these oversized square (AB3603) and rounded (AB3604) Ad Lib models. The light, thin profiles grab attention with their effortlessly modern charm. A unique highlight adds flair and femininity: the long end tip construction creates a colour and material interplay that is echoed on the eyebrow. These graceful frames light up every look in beautiful colour contrasts.



AB3604

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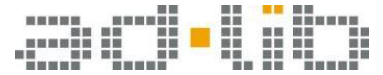


IMAGE DOWNLOAD

<https://photos.app.goo.gl/HfL69vsAnXXKi961A>

ABOUT 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 its 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.