

PRESS RELEASE.

January 2026

NEW AD LIB FRAMES: A CELEBRATION OF URBAN STYLE AND INDIVIDUALITY

See the world differently and look good doing it with Ad Lib: contemporary eyewear – inspired by visionaries who shifted perspectives; made for those who live by their own rules. Minimalist lines, refined bursts of colour and unique design accents are the hallmarks. High-quality materials and clever engineering ensure each Ad Lib frame offers exceptional durability and comfort without compromising on impact.

Gaudi, Jobs, Edison – some of the remarkable pioneers who shape new men's models. Their spirit fuels designs that challenge convention through cutting-edge materials, dynamic colour treatment and directional shapes. Lightweight bio-based polyamide and titanium come together for a perfect mix of performance and urban edge. Stripes, contrasts and transparent tones energise modern lines. The result: bold, individual eyewear that transforms vision into expression.

MEN

AB3368 THOMAS

Inspired by the innovator Thomas Edison, these titanium-acetate frames are about shifting perspectives – and being seen. The rectangular look is elevated by a confident double bridge, dual colour applications and raw-cut detailing on the temples. Crisp shades – fluo green, fluo orange and blue – are echoed on temple tips and rims, delivering a distinctive finish.



AB3369 AUGUSTE

Auguste Rodin never saw the world straight on: his sculptures reshaped and redefined it. The artist's ability to shift perspectives is seen in this hexagonal design. The dark titanium profile has a sculpted front and raw-cut acetate temples that add dimension. Pops of transparent blue, fluo yellow and orange energise this men's style.



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AB3374 ANTONI

Shifting perspectives through shape, this edgy pantos frame channels the spirit of Catalan architect Antoni Gaudi. A distinctive titanium-polyamide front radiates urban energy. Two-tone detailing on the inner rim and temples is a signature twist. Available in black, green and warm Havana, it's a bold choice for men who move forward with originality.



AB3375 STEVE

Steve Jobs didn't follow trends – he created them and shifted design perspectives. This trendy rectangular frame channels his minimalist aesthetic. A clean titanium-polyamide silhouette reveals matte and shiny contrasts. Available in black, blue and grey, lacquered bi-colour detailing emphasises flair.



AB3376 ISAAC

Named after Isaac Newton, who shifted perspectives on science and philosophy, this frame is a tribute to those who dare to rethink the world. The edgy round titanium profile is full of character. A milled front, 3D temple detailing and colour contrasts create depth. Finished in black, green and navy – this is a modern classic for progressive men.



AB3377 VINCENT

Minimalist, elegant, the Vincent style is perfect for men who value creativity and contemporary flair. The artist's use of colour and perspective sets this look apart: trace the colourful groove on the square rims; spot the cool stripes and striking contrasts on the temples. A must-have frame for a modern style edge.

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Ad Lib collection highlights

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

High-resolution images of the entire Ad Lib optical collection for January 2026 can be found at the following link: <https://photos.app.goo.gl/TSs4dMuhpeyotHDh9>

About the CHARMANT Group

For over 70 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.