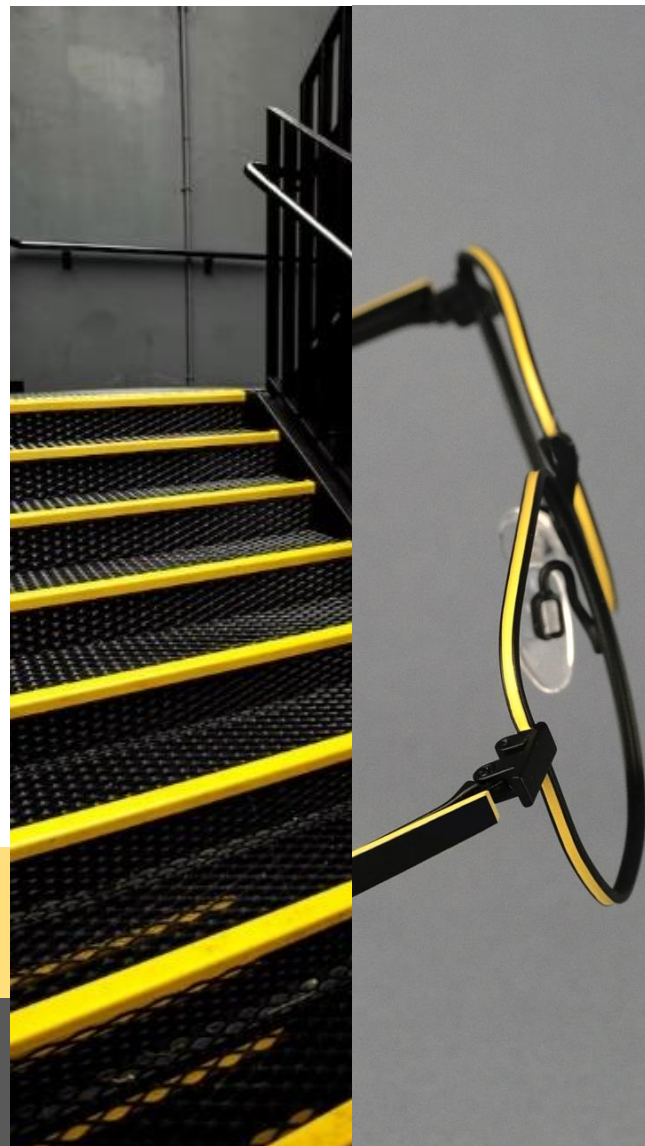


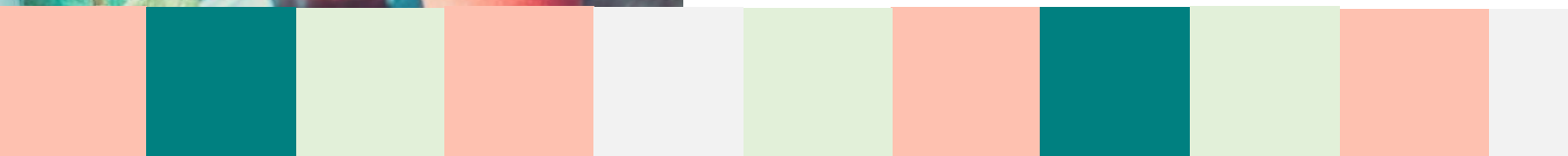
## **AD LIB : ON-TREND URBAN EYEWEAR INSPIRED BY SPORT, TECHNOLOGY AND FASHION**

A pair of Ad Lib glasses takes your fashion game next level. Created for the young and young at heart, this European-designed titanium eyewear channels inspirations from pop culture, sport and technology into light, stylish and high-quality looks for on-trend men and women.



## **LATEST FRAMES STYLES FEATURE TANTALISING COLOUR CONTRASTS AND 3D ACCENTS**

Ten new frames enhance the Ad Lib collection. Men will enjoy the easy-to-wear front shapes featuring vivid and contrasting colours. Women's looks are highly fashionable with shiny and matt metallic finishes and gorgeous colour combinations in fresh summer shades including mint and coral. The new collection features more volume play with unique 3D temples and brow lines.





## TRICOLOUR THRILLS IN ON-TREND WOMEN'S FRAMES

## WOMEN'S STYLES

If it's elegance, fashion and individual style that you seek, then new Ad Lib women's glasses tick all boxes. The design focus for new frames is a unique three-colour combination, tastefully depicted on the frame fronts and temples.

We discover these decorative nuances on octagonal (AB3297) and pantos (AB3298) shapes with tricoloured 3D brow lines and geometric colour effects on the sides. Thinner frames with a crown pantos (AB3299) or soft square (AB3600) shape gracefully express the colour combo on rims and on temples with custom-made hinge cuts.

Fresh shades including coral, mint green and fuchsia make these eyeglasses the stand-out styles of the new season.



AB3297-PK



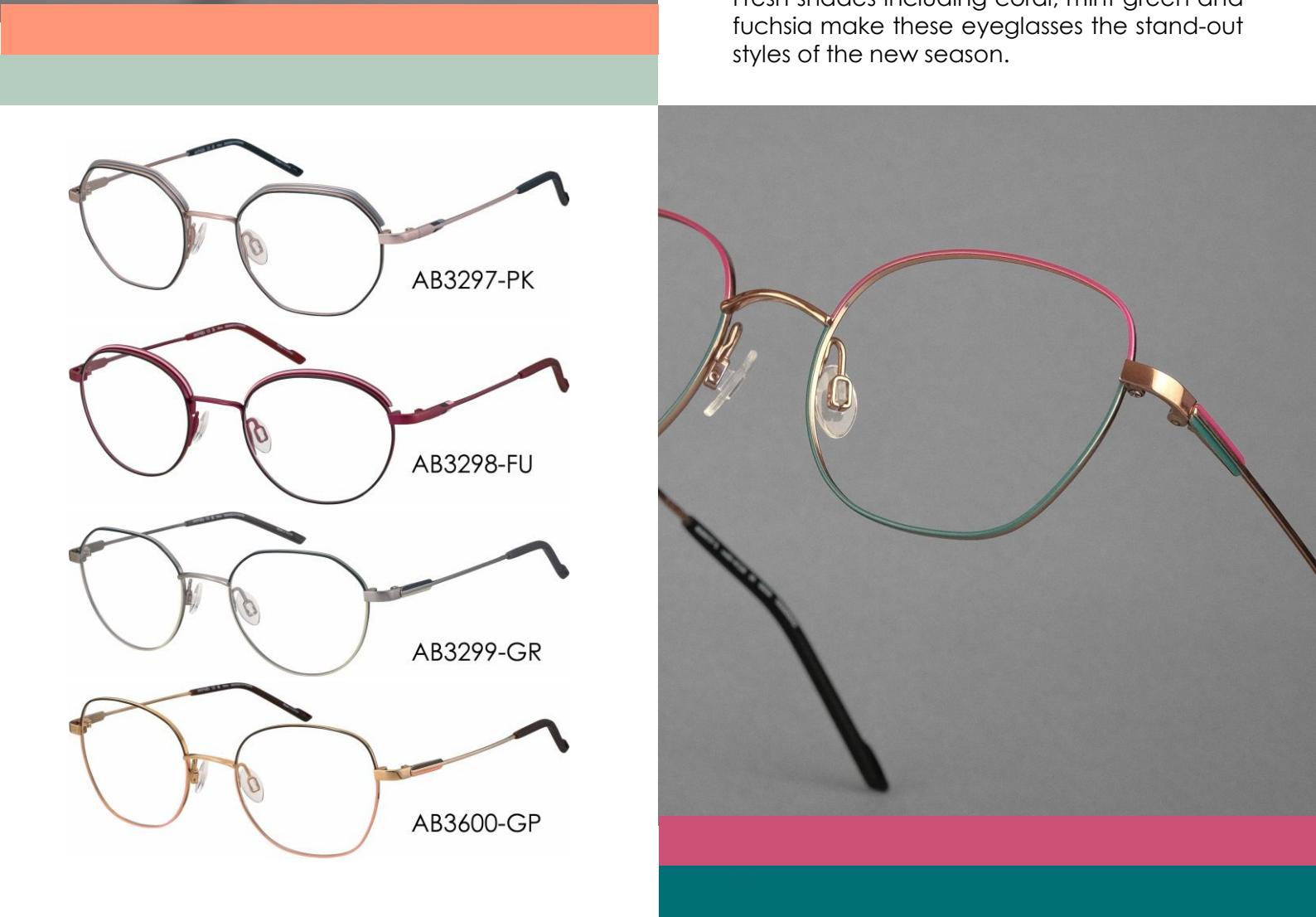
AB3298-FU



AB3299-GR



AB3600-GP



# PRESS RELEASE

June 2023

ad.lib

## MINIMALIST FRAMES WITH COLOURED EDGES



## MEN'S STYLES



AB3345-NV



AB3346-LG

Want to look sharp this season? Then grab a pair of these fetching men's Ad Lib glasses. Coloured front and side edging adds a vibrant note to the modern rounded (AB3345) and soft hexagonal (AB3346) shapes. Made of titanium with a beta-titanium hinge, both models are lightweight and feel great to wear. Available in an array of cool colour combinations, including new navy or grey with green, there's a frame here to suit every taste.

Make a statement in these sophisticated Ad Lib men's frames. Design and technology meet in pantos (AB3347) and edge rectangular (AB3348) forms. Bi-colour contrasts on the thin temples and a vividly coloured brow line (AB3348) are a highlight of these airy titanium looks. Get these new models in a range of contemporary colours to complement professional and casual wear.



AB3347-DO



AB3348-NV

## COOL EYEGLASSES WITH STRIKING BI-COLOUR CONTRASTS





# PRESS RELEASE

June 2023



## HANDSOME 3D FRAME DETAILS AND DUAL COLOUR APPLICATIONS



Step forward in style in these Ad Lib men's eyeglasses. These European-designed frames boast clean titanium lines. Intricate and tasteful 3D details and bi-colour contrasts on the sporty rectangular large-sized (AB3349) and soft hexagonal (AB3350) models instantly catch the eye. This is easy, fashionable and comfortable accessorising in a range of colours that elevates every outfit and leaves a lasting impression.

## WEARER'S **BENEFITS**

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

## IMAGE DOWNLOAD

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<https://photos.app.goo.gl/ALrDQfDH8XPREGJ28>

## 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.