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AD LIB – MOVING COLOURS, CITY FREEDOM

ad lib takes the best of Japanese technology and European design and synthesises it to reveal a sophisticated collection of on-trend, next-level eyewear that beats to the rhythms of fashion, art and the city. **ad lib**: the name says it all—be free—be spontaneous, be yourself with moving colours!

New season **ad lib** frames snatch the hip, urban drive and superior titanium quality of the brand and accelerate design philosophy with the hottest street and athletic influences. Profiles are weightless, slender, flexible and created for ultimate comfort in the fast lane. These svelte looks pack a punch when it comes to fashion edge with vintage gradient, minimalist detailing and dynamic cutting lines tastefully channelled into on-trend forms. Colour selections seal the deal with bold classics striving with fresh pale and vivid tones.

Men

AB3308 This **ad lib** frame lives and breathes the freedom and spontaneity of the city through a light, edgy profile and distinctive cutting-line temple decoration. The titanium milling model boasts a super flexible beta-titanium hinge that enhances flexibility and drives the athletic vibe of the style.



AB3309 Check out the minimalist lines and sporty inspirations in this **ad lib** frame for men. The trendy, subtly square front is revealed in weightless titanium milling. Eyes are drawn to the vivid temple cutting-lines that express an active spirit. The beta-titanium hinge confirms great flexibility and rounds off the top comfort value of this new look.



AB3310 Eyewear designers jump on the retro 70s trend with these svelte men's glasses by **ad lib**. The vintage striped temple graphic is a true stand-out and a testament to **ad lib's** dynamic, urban style. Thin and light, the titanium, full-rimmed look is equipped with a beta-titanium hinge, lending flexibility to ease on busy city days.



AB3311 Fashion and technology enthusiasts will be inspired by this new **ad lib** frame. With its innovative alliance of Japanese engineering and high-tech materials in a neat, vintage-inspired package, this contemporary men's look is made for dynamic urban living. The full-rimmed, rounded titanium profile and a beta-titanium hinge are the solution to comfort and flexibility while style credentials are upped by the natty 70s-inspired striped temple print.



AB3312 Looking for high-comfort eyewear that also appeals to your style and athletic sensibilities? Look no further than this on-trend new frame from the **ad lib** collection. Light, flexible and low-key, the edgy titanium look features a striking double bridge and ultra-thin, beta-titanium temple. Energy and spontaneity are expressed in vivid colour accents on both bridges and temple tonal contrasts.



AB3313 Take freedom to the next level with this superior, ultra-comfortable eyewear by **ad lib**! Led by a passion for fashion, colour and sport, designers have crafted these modern square lines from high-quality titanium and added a splash of diversity through energetic colour accents on the bridge and temples. This weightless model looks great and is made for downtown speed.



Women

AB3271 Eyewear takes a giant step to meet the demands of urban living in this dynamic new women's look by **ad lib**. Wearer comfort is guaranteed by high-tech Japanese craftsmanship and weightless titanium composition. The chic panto profile ticks all fashion boxes with its trendy colour selections and eye-catching contrasts on front and temples.



AB3272 This sophisticated women's frame by **ad lib** boosts style and ease this new season. Classy and attractive, the softly squared? model is made of titanium, giving it both an unbelievably light feel and a smooth, contemporary finish. Minimalist colour accents enhance the fluid lines on the rim and bridge tops as well as temples. This is must-have eyewear for chic city executives on the go.



AB3273 All eyes on you with this contemporary new look by **ad lib**. The titanium full-rimmed frame features a rounded profile dramatically enhanced by a double bridge and bold end pieces. Temples deliver a striking contrast and flexibility too thanks to a beta-titanium material. The energetic vibe of the **ad lib** brand is clearly implied in a light feel and sporty colour nuancing.



AB3274 Classic chic meets sporty style in this retro-inspired **ad lib** frame for women. The iconic rims with their bold appeal belie the lightness and flexibility of this model. Made from titanium, superior wearing comfort for dynamic living is guaranteed—even on the longest days. Feline temples reinforce cool credentials and are revealed in elegant colour contrasts.



High-resolution images of the entire **ad lib** optical collection for January 2020 can be found at the following link: <https://photos.app.goo.gl/oDPBmWYKTcYjfHwP9>

About the CHARMANT Group

For over 60 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.