

CHARMANT Group and Esprit renew their eyewear partnership in Europe.

A legacy of innovation, fashionable design and shared success continues



Esprit and CHARMANT Group are pleased to announce the renewal of their licensing agreement for the design, production and distribution of Esprit eyewear in Europe. This successful partnership, dating back to 1994, is a collaboration built on trust and shared values like quality, innovation and a strong understanding of what consumers want.

With a reputation for precision, service excellence and innovation, CHARMANT channels its expertise into the creation of fashionable, high-quality optical frames and sunglasses that capture the Esprit spirit. Founded in 1968 by Doug and Susie Tompkins, Esprit reflects the vibrant, laid-back Californian lifestyle. The brand celebrates diversity, authenticity and self-confidence — values that shine through in every eyewear collection.

While the renewal of this agreement reflects the success of this longstanding partnership, it also marks the start of a fresh chapter, featuring new perspectives and an exciting step forward for the Esprit brand in Europe.

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

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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.