

CHARMANT TITANIUM PERFECTION
PRESS RELEASE – Jan 2020

CHARMANT Titanium Perfection is the eyewear choice for enthusiasts of contemporary living who enjoy culture and love to travel. Stylish and aware, these urbane spirits will delight in the elegant, tasteful design of these frames while appreciating their superior quality, weightless feel and unparalleled comfort.

New **CHARMANT Titanium Perfection** frames find fresh inspiration in modern art and design. The elementary class of the line, projected in fine lines and understated flair, is complemented here by vintage aesthetics and fashionable temple executions, arty 3-D embellishments and innovative colour applications. First-rate titanium quality and high-tech construction make these refined, individual pieces the highest form of eyewear creation.

WOMEN

CH29806 This new CHARMANT Titanium Perfection frame reveals something about the wearer: cultivated, understated, always elegant. The eye-catching rounded profile is beautifully crafted in filigree tones of lightweight titanium. Neo 2 colouring on end pieces, rims and temples accentuates the look's individuality in selected styles. This chic accessory comes in compelling tones of gold-plated, brown, purple and red.



CH29807 This understated women's eyewear by CHARMANT Titanium Perfection expresses subtly in its sophisticated, curvy profile made from attractive matt titanium. The nylon style features accented rims with elevated end pieces that exude feminine spirit. Slender temples are colour contrasted adding to this look's unique panache.



WOMEN

CH29808 Complement your new year look with this charming CHARMANT Titanium Perfection frame. This restrained statement in smooth light titanium and beta titanium lines unveils a subtle design accent inspired by contemporary art influences: end pieces are sculpted to create a tasteful 3-D impression. Four colours complete this reflective style.



CH29809 Keep it simple this season with this graceful frame from the makers of CHARMANT Titanium Perfection. This premium model presents unparalleled comfort thanks to its high-quality titanium material make-up and intelligent European design. Elegance and understatement are enriched by 3-D sculpted end pieces and unique finishes



CH29805 Heritage fans will be delighted by tastefully ornate influences found on this new CHARMANT Titanium Perfection frame. The elegant soft square profile features hand-painted accents on rims and temples on selected styles. Ease of wear and flexibility are a given with any frame in this collection, but newcomers will love the attention to detail on the endpieces and patterned temples.



CH29810 Eyewear that performs and looks pretty too? A unique combination found in this attractive CHARMANT Titanium Perfection style. Titanium Perfection spells a weightless fit that cares about wearer comfort. The nylon arrangement adds to the elegantly airy impression. Temples are a revelation with gracefully executed while enhancing femininity.



CH29811 Slip on a pair of CHARMANT Titanium Perfection frames and the perfection principle is clear. This is eyewear that offers a precision fit, smooth touch and light weight. This new vintage-inspired model captures all of the superior performance features and is aesthetically decorative on endpieces with unique carved details or hand-painted accents.



MEN

CH29707 For men with a discerning eye, here's a superb look from the latest CHARMANT Titanium Perfection line. Superior craftsmanship and incomparable comfort are the signature qualities of this premium eyewear brand. A trendy, rounded profile and vintage-inspired details on the temple deliver an exclusive, minimalist expression.



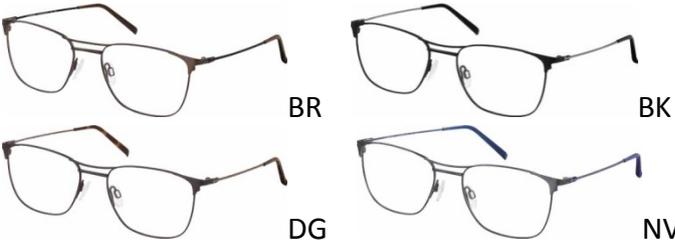
CH29708 Frames that are as functional as they are elegant: that's the promise of this new men's look by CHARMANT Titanium Perfection. Light and comfortable, thanks to its titanium composition, this handsome, square-rimmed eyewear is exclusively enhanced by a vintage-led pattern detail on temples and features hand-painted effects on selected styles.



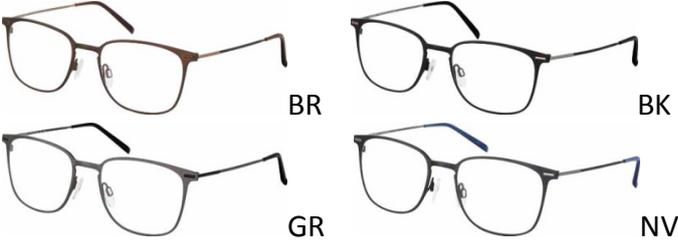
CH29709 Masculine and timeless, this fine frame is also blissfully light thanks to its superior titanium make-up. The calm and collected expression is smartly adorned on temples by a 3D detail in understated metallic tones. Available in four tones, this business-like look features colour accents on dark grey and grey styles.



CH29710 Mysterious and refined, this square men's statement by CHARMANT Titanium Perfection has a striking double bridge feature and is finely enhanced by an unusual 3-D detail and colour contrasting on temples. As a CHARMANT Titanium Perfection frame, lightness and comfort are guaranteed. Check out this look in four stylishly neutral tones.



CH29711 Sleek and seductive, this masculine CHARMANT Titanium Perfection frame is elevated by a luxe metal stud embellishment on end pieces. Made entirely of a premium titanium and beta-titanium mix, this light, urbane look stands out thanks to hand-painting in Neo2 on temples, studs or both on selected styles.



CH29712 Here's a classy piece of eyewear for the next executive round table. The nylon front is beautifully accented by a titanium brow and double bridge. Inspired by luxe contemporary design, temples are very thin and noble with a hint of decoration: a 3-D detail and hand-painting on brown and grey styles. This upscale look comes in in gold, black, brown or grey.



CH29713 European design and Japanese innovation present this superior men's CHARMANT Titanium Perfection frame. The soft square rims in matte navy, black, gold or grey feature hand-painted Neo2 accents on selected models. The intricately carved out temple demands a closer look at its rare modern-art inspired composition and delicate colour application. For men who value quality and comfort while appreciating a design point of difference, this is the one for you.



CH29714 Cultivated tastes will delight in the sophisticated polish of this new frame from the premium CHARMANT Titanium Perfection line. Designers go all out to ensure that every look in this range delivers ultimate comfort and lightness through high-tech engineering and superior titanium materials. Modern art drives the elaborate temple make-up—a carved two-toned element that makes this style a true one-off.



For high resolution images of the complete **CHARMANT Titanium Perfection** Jan 2020 optical collection, please use this link: <https://photos.app.goo.gl/XwYDsnBiyPPy3uXN7>

About 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 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 awareness 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 spectacle frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

For further information please contact: **Local press contact**

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