

## CHARMANT TITANIUM PERFECTION PRESS RELEASE – JANUARY 2024

### CHARMANT TITANIUM PERFECTION: Modern classics with universal appeal

Looking for eyewear that blends elegance with high quality and comfort? Try CHARMANT Titanium Perfection glasses. These premium frames are for people of any age who appreciate quiet sophistication. Contemporary design aesthetics meet classic charm in on-trend minimalist profiles that are light, flexible and enduring.

There's so much to discover in the new CHARMANT Titanium Perfection collection. Nine new styles each tell a very unique story. Highly original frame shapes reveal intricate details that emphasise exclusivity. Uncover ornate, tactile and colourful temple arrangements that leave a lasting impression. A dynamic palette balances fashionable tones, like intense blue, new green or hot pink, with updated classics and shiny metals. Playful and stylish colour accents and contrasts elevate these profiles. Always innovative, this Japanese brand showcases its forward-thinking approach in new acetate materials that create a rich aesthetic.

#### Consumer Benefits of CHARMANT Titanium Glasses

- Long-wearing comfort thanks to light, premium titanium and superior design
- Timelessly elegant looks for men and women
- Quality that's built to last: glasses that promise long-lasting wearing pleasure

#### Men

##### CH29744 / CH29745

##### Textures & tones that impress

You're always well dressed in these modern classics from CHARMANT Titanium Perfection. The contemporary hexagonal (CH29745) and iconic unisex pantos (CH29744) captivate with their unique features. Leading the way are high-end acetate Windsor rims, in full or browline style. Bio-acetate sleeves are a sumptuous touch that add texture to the temples. These frames are available in 9 handsome colour pairings. Highlights include gold or black with new green (CH29744) as well as vivid blue or red brows and tips (CH29745).



##### CH29746

##### Refined but richly detailed

Stand out, stay elegant! That's the secret of this clean look from premium Japanese brand CHARMANT Titanium Perfection. The contemporary milling square profile with its ultra-thin temple is quietly bold. Sleek details, like the keyhole bridge and colour accents, heighten the sense of style. This masculine eyewear is so striking in four distinctive colour contrasts



**CH29747****Street-smart elegance**

Make your mark in the city and beyond in these cool and confident titanium glasses. The easy rectangular shape has an urban vibe that's enhanced by strong colour selections: modern blue, contemporary khaki or shiny silver with black rims. Bio-acetate sleeves on temples create brushed or wooden effects. These high-tech details put these glasses in their own exclusive league.

**CH29748****Transparency takes the stage**

Transform your look in this refreshing men's eyewear by CHARMANT Titanium Perfection. Simple but unforgettable, the rimless, hexagonal frame comes to life with pops of colour on the bridge and sides. A sophisticated hinge adds texture to the very thin temples. This clear, edgy style comes in four eye-catching colour selections including classic tones and new green.

**Women****CH29844****Whispers of colour**

Embrace your romantic side in this fetching and timeless style. The rounded titanium profile is delicately tinted in modern shades of hot pink, lavender, light blue or green. Temples are exquisite thanks to an intricate composition and long bio-acetate sleeves in dappled tones.

**CH29845****Glamour-tinted elegance**

Craving classic eyewear with a touch of glamour? This shiny gold titanium frame is the perfect fit. The feminine profile reveals a sophisticated construction. The deep, semi-rimless front has two-toned brow bars, giving it a playful look. Temples are very slender with coloured end tips. Enjoy this alluring style in hot pink, lavender, light blue or green.

**CH29846 / CH29847****Triangular colour dynamics**

For a touch of the unexpected, try this rounded deep rectangular (CH29846) or hexagonal semi-rimless (CH29847) eyewear. Contemporary Japanese elegance infuses both of these shiny metal styles. The pyramidal end-pieces and temples are sheer design ingenuity. Rich colour applications pick up the rim tone, creating striking contrasts. Get this golden look with



**CHARMANT**  
TITANIUM PERFECTION

beautiful nuances of black or soft sage (CH29847), lavender or a green-red pairing (CH29846), and navy.

Link to download the product photos:

<https://photos.app.goo.gl/fXdHXLcQgLTxd2KCA>

### **About CHARMANT Group**

For 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 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.

