

## CHARMANT TITANIUM PERFECTION PRESS RELEASE – JUNE 2020

### CHARMANT Titanium Perfection: superior eyewear for discerning tastes

When it comes to flawless frames, there's a brand that never fails to convince: CHARMANT Titanium Perfection. These three words stand for high-quality, superior comfort and striking design elegance. Specialising in ultra-flexible, ultra-light beta titanium profiles, this signature CHARMANT line is in a class of its own.

The new June 2020 collection reinforces the essence of this first-rate eyewear label with weightless, contemporary glasses for men and women in a design and quality calibre that can be seen at a glance. Women's feminine profiles draw all looks with their graceful lines and soft temple sculpting. Modern meets vintage on men's confident expressions. Luxe neutrals dominate women's styles with mainly goldish tones and hand-painted accents on selected models. Men's frames veer from classic black to brown, navy, grey or real gold plating, with masculine color accents and dual colouring providing attractive colour contrasts.

### WOMEN

#### CH29813

Add sheer elegance to any look with this chic CHARMANT Titanium Perfection frame. The striking squared rims in gold plating or rose gold are a chic fusion of classic and modern. Softly sculpted temples and hand-painted neo 2 colour accents on selected models emphasise modern femininity.



#### CH29814

A Charmant Titanium Perfection frame is that hard-to-find combination of light, comfortable eyewear that doubles up as an elegant, premium accessory, like this pretty new women's style. Its softly roundish rims are enriched in real gold plating or warm red. Unique design aspects

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include the sculpted temples and hand-painted Neo 2 in pretty blue or neutral brown on selected models.



## MEN

### CH29715

Pull out the style stops with this top-of-the-range CHARMANT Titanium Perfection men's eyewear. Like all models from this prestigious optical brand, this frame fits splendidly and is seriously light. Now add some vintage-inspired highpoints like the art deco-inspired temples and nuanced rim tops and this impeccable profile is a sartorial champion.



### CH29716

Promising maximum wearing comfort, this minimalist men's frame by CHARMANT Titanium Perfection also packs a sleekly stylish punch. Handsome rectangular lines stay coolly contemporary while engraved temples suggest a retro edge. Designers really up the ante here with unique colour interplays, expressing eye-catching contrasts on black, navy and brown models. An all-over gold plated profile will appeal to luxe lovers.





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For high resolution images of the June 2020 optical collection please use this link:  
<https://photos.app.goo.gl/KjWunoQfgifyPkCs5>

**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.

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