

**CHARMANT TITANIUM PERFECTION  
PRESS RELEASE  
IMAGE CAMPAIGN JUNE 2025**



## CHARMANT Titanium Perfection

*Where technology, craftsmanship and style come together*

The CHARMANT Titanium Perfection collection has been the epitome of comfort, quality and elegance for decades. As a titanium pioneer, CHARMANT developed one of the first collections entirely made of titanium in the 1980s - setting a new standard in the world of optics. Today, this collection still symbolises Japanese precision and craftsmanship, combined with a modern, stylish look.

### Timeless design with a modern twist

The collection is characterised by subtle details, high-quality finishing and the use of pure titanium and beta titanium - materials that guarantee lightness, durability and flexibility. From classic silhouettes to modern shapes, each frame embodies elegance with a sophisticated touch.

### For the discerning, stylish eyewear wearer

The target market? Style-conscious adults with an eye for detail. For men and women who appreciate aesthetics but don't want to compromise on wearing comfort. The collection suits a refined lifestyle and effortlessly strikes a balance between functional and fashionable.

### AI pioneer in the optical industry

To bring the feel of the collection to life in a new, creative way, CHARMANT collaborated for the first time with AI specialist Karin Boon of LADY AI ([www.ladyai.nl](http://www.ladyai.nl)). She created two unique visuals especially for this collection, focusing on the elegant, warm and timeless look of the CHARMANT Titanium Perfection collection. Every detail - from the models to the atmosphere - has been carefully tailored.

*"Integrating eyewear frames into AI visuals was almost impossible until now," says Karin.*

*"Unlike clothes or other accessories, this technique is still in its infancy. We have achieved an artistic breakthrough that perfectly matches CHARMANT's DNA."*

This innovative approach to brand presentation inspires opticians and consumers alike and shows how traditional craftsmanship and modern technology reinforce each other.

### More than just glasses - a promise of quality

With CHARMANT Titanium Perfection, you are not only choosing stylish frames, but also over 65 years of expertise, reliable service and a global reputation for precision, quality and innovation. Each frame promises long-term wearing pleasure, and is designed with an eye for detail - for customers who know what they want and choose perfection.

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### 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.