

# CHARMANT

by Caroline Abram

Press release - January 2020

Charmant by Caroline Abram introduces two new concepts, the Vibrant and the Charming. Combining the quality and technical precision of Charmant Group with the feminine sensitivity of Caroline Abram, you will discover in this collection the designer's signature through a work on shapes and volumes, while maintaining the essence of the CHARMANT brand. In colourful titanium material, those 6 models are as delicate as fascinating, and offer women a beautiful presence on their face, while being extremely light.

## - THE VIBRANT -

*Feline & bold*



This new concept highlights women's eyes with an elegant design and a cat eyes effect. The proposed colour scheme allows a nice contrast between the top of the frame and the temples.

Entirely made of titanium, each frame becomes a real fashion accessory.

The end tips are light and delicate to offer a nice finishing to the eyewear.



- INSPIRATIONS -



- MAIN FEATURES -

### → Consumer benefits:

- Made in Japan
- Titanium,
- Light,
- Resistant,
- Hypoallergenic,
- Fashion design.

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- THE CHARMING -

*Solar & air.*



« The Charming » is distinguished by its sensual curves and its play of relief on the front.

Solar and air, this Charmant by Caroline Abram new creation brings a touch of femininity and offers women a chic fashion accessory.

The end tips are light and delicate to offer a nice finishing to the eyewear.



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## **– About Caroline Abram –**

A famous Parisian designer, she first practiced as an optician in the family business before embarking on the creation of jewelry and eyewear accessories. In 2008 she launched her own line of eyeglasses and now puts her experience at the service of a colourful world, with sixties and vintage inspirations. For the first time, CHARMANT is partnering with a French designer and reinforcing its commitment to women.

## **– 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 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 fulfill the wishes and demands of its customers, CHARMANT can always 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.