

CHARMANT

by Caroline Abram

Press release - June 2020

Charmant by Caroline Abram introduces a totally new concept: the Contemporary. Combining the quality and technical precision of Charmant Group with the feminine sensitivity of Caroline Abram, the French designer's signature is revealed in intricate shapes and volumes, while the superior essence of the CHARMANT brand is ensured. In colourful titanium material, these 3 models are as delicate as they are fascinating, enhancing a woman's face and beauty while staying extremely light.

THE CONTEMPORARY



CH12573-FU

THE DESIGN

This fresh concept highlights women's eyes through feminine design and attractive curves. The colour scheme presents a chic graphic contrast on the temples of the frame.

Entirely made of titanium, each frame is a true fashion accessory.

The light, delicate end tips add a final note of polish to this eyewear.



CH12575-TL



CH12574-RG

CONSUMER BENEFITS

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

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by *Caroline Abram*

– 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 fulfil 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.

– FOR IMAGES –

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