

CHARMANT

Game on! HEAD and CHARMANT announce exciting new eyewear collaboration.

4th November 2024 – FOR IMMEDIATE RELEASE

Top Japanese eyewear producer CHARMANT Group has signed an exclusive, global licensing agreement with premium sports brand HEAD for the creation and distribution of optical frames and sunglasses. The new deal reflects the shared passion for superior design, innovation and technology that drives both of these champions to excel.

CHARMANT Group (CHARMANT) and HEAD have just announced a landmark partnership: from January 2025, CHARMANT will exclusively take on the design, development and distribution of HEAD optical frames and sunglasses. The first new products of this collaboration will be launched in autumn 2025.

CHARMANT has witnessed stellar growth since its founding in Japan in the 1950s. In addition to becoming a global leader in high-quality optical frames and sunglasses, CHARMANT's technological expertise has enabled the development of proprietary titanium material and production techniques — accomplishments that set it apart from its peers. CHARMANT designs and makes eyewear for leading fashion labels and its own house brands and distributes worldwide.

HEAD hardly needs an introduction. A household name, this international sport technology trailblazer has been wowing the world with innovative skiing and tennis equipment since the late 1940s. Today, HEAD remains at the forefront — a leader in the engineering of superior winter, racquet and swimming equipment, and a partner of athletic superstars from the worlds of high-performance alpine sports and tennis.

Mr. Koji Horikawa, President and CEO of CHARMANT, welcomed the new cooperation, saying, "We are excited about our new partnership with HEAD — a remarkable global entity that shares our core values: passion for Innovation, Craftmanship and High-quality. The collection of HEAD, as a prestigious and iconic sports brand, complements our portfolio and is a winning enhancement of our eyewear product range."

Michael Huber, Vice President Licensing at HEAD, added, "We are thrilled to partner with CHARMANT, a company that stands for exceptional craftsmanship and innovation in the eyewear industry. We share the same philosophy and high standards when it comes to design, functionality, innovation, and performance. Throughout our discussions, we have come to appreciate each other, especially through our shared passion for sports. This collaboration brings together the best of both worlds. We are confident that this new range of HEAD eyewear will meet the high expectations of athletes and fashion-conscious consumers alike.

We look forward to seeing the collection come to life and expanding its reach globally."

About CHARMANT Group:

For over 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 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.

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About HEAD:

HEAD is a leading global manufacturer and marketer of premium sports equipment and apparel. The business is organized into five divisions: Winter Sports, Racquet Sports, Diving, Sportswear and Licensing. Products are sold under the HEAD (alpine skis, ski bindings, ski boots, snowboard and protection products, tennis, racquetball, paddle and squash racquets, tennis balls and tennis footwear, sportswear and swimming products), Penn (tennis balls and racquetball balls), Tyrolia (ski bindings) and Mares (diving equipment) brands. The Company's key products have attained leading market positions based on sales and reputation and have gained high visibility through their use by many of today's top athletes.