

ELLE PRESS RELEASE

OPTICAL
SPRING/SUMMER 2020



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the Parisians' lifestyle

EYEWEAR COLLECTION
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ELLE

PRESS RELEASE

Spring/Summer 2020

Enchanting, inspiring and eternally stylish, the ELLE woman whisks us to Paris where she leads a full city life and wears a look that is at once exciting, individual and timeless. With her effortless beauty, expressive nature and innate French elegance, our ELLE woman never fails to win friends and garner the admiration of strangers.

New ELLE eyewear fits the elegance and lifestyle of our Paris-loving lady. These profiles are slender and light with a premium finish at an accessible price. Chic accessories, they are the eyewear choice for long wear: back-to-back meetings followed by champagne cocktails with friends. Modern femininity and art inspire the design direction from the smooth metallic and TR90 finish to the decorative highlights on fronts and delicately embellished temples. New-season colours are revealed on rim nuances, end tips or fresh gradients.

EL13478 ELLE eyewear keeps it simple and refined with this delightful new frame. The contemporary form, with its subtly square impression and understated catty upturn, is made from slender metal lines with NEO2 hand-painted rim fronts on brown and beige models. Temples capture that essential ELLE cachet with their intricate pearl-strand form and crystal end tips on selected styles. Get the look in beige, brown, navy and soft wine.



EL13479 Subtly sophisticated, this feminine ELLE frame is a relaxed look for curling up on the sofa or catching coffee with friends. The modern metal lines feel weightless and comfortable. The trendy rectangular shape features unique NEO2 hand-painted brow lines and prettily pearl-strand formed temples. This graceful eyewear in shiny gold and rose gold comes with black, blue, brown and pink painted accents.



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EL13480 This iconic ELLE women's frame is a new-season attention grabber. The bold front is girlishly upturned and saturated in solid, Havana and gradient tones. Temples leave a luxe impression with their tasteful ELLE branding and pearl-strand-contour in matt gold or rose gold. This premium look comes in eye-catching gradients of red and purple crystal, warm Havana and classic black.



EL13481 This divine accessory embodies the classic and timeless Parisian chic and confident femininity of the ELLE woman. Light and fashion forward, the understated metallic frame is set apart by the accented browline and daintily carved temples. Four models in shiny gold or rose gold are topped by brows in vibrant brown, dark green, grey or matt red.



EL13482 Keep it simple but striking! That's the secret of great style, and this trendy metal frame from the ELLE collection delivers on both counts. The rounded vintage rims and double bridge are a statement in elegance while temples draw the eyes with their attractively studded and wavy scoring. Available in brown, gold and rose, end-tips add a final flourish in solid or crystal expressions.



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For high resolution images, please click on this link:

<https://photos.app.goo.gl/oZkPSE7oBRP9Zgcq9>

With 45 editions in the world and 21 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming synonym of "everything" to do with woman, thanks to the four letters logo meaning "she" in French. Since 1945, and forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE (optimism and positiveness), FREEDOM and GENEROSITY. ELLE focuses on creating products that are accessible to all while allowing each individual to stand out in a crowd. The ELLE style is a mix of effortless elegance and playful refinement with bold combinations, which will make the difference. Twisting a silhouette to give it that « French touch », that little extra that makes it so Parisian.

The ELLE brand is owned by Hachette Filipacchi Presse (a Lagardère News company) based in France. L.A.E. is in charge of the ELLE brand non-media extension worldwide inside the Lagardère Group. Discover more about the ELLE world on www.elleboutique.com

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About Charmant Group:

For over sixty 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 for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers 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 on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle frames and its comprehensive global sales network in over 100 countries, Charmant Group is greatly respected as a reliable business partner.

For further information please contact:

Local PR contact

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