



# PRESS RELEASE

## SUNWEAR 2020

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The ELLE woman loves the romance and modern urbanity of her city, Paris. She stands out from the crowd with her relaxed elegance, the superior quality of her apparel and signature one-of-a-kind elements. She favours monotone ensembles with tasteful colour pops but can surprise with a cheeky print or geometric statement. Whatever she's wearing, our ELLE lady is chic, unique and runs against the trend tide.

Elevate your look to the soul of French style with a pair of ELLE sunglasses. With the Paris woman as ELLE's muse, designers have perfected to honour the beauty and diversity of her jewellery. Contemporary acetate and metal profiles reveal refined and ornate details led by minimalist metallic treasures and colour-charged trinkets. The colour palette celebrates the unexpected. Blue comes into its own with pure, gradient and striated expressions, while romantic pinks cause a sensation in juicy cassis or delicate champagne. Luxury lovers will adore rich tans and golden browns in Havana, transparent and clean tones. As with all ELLE frames, superior comfort, quality and elegance come at an incredibly affordable price.

**EL14889** This divine ELLE frame celebrates the artistry of metal jewellery. The elegant pilot style features sophisticated knotted strands on the temple and above the bridge. This light and chic look comes in blue, brown, gold and rose.



**EL14892** Get into the latest fashion trend with this signature ELLE frame. The avant-garde square profile is revealed in pure lines with a playful temple twist. New colours are tastefully infused into this cool metallic expression. Don a pair in cool blue, rose, bold red or luxe gold.



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**EL14894** Try these bespoke ELLE sunglasses for instant panache. Crafted from light acetate, bold rims form a curvy butterfly span. Artisan jewellery inspires the ornate lux detail on the temples, giving this model that one-off factor that fashion lovers adore. Stay timeless in black or brown or ramp up the glamour in gradient-lensed green and red



**EL14897** Dare to be bold this summer with these sassy ELLE shades. The strong shapely lines and exaggerated end pieces evoke femininity and the chic Parisian soul of the label. The acetate make-up keeps this look light and comfortable, while metal temple cuffs add a nuance of jewelled luxury. Try a black beauty or red, green and brown with gradient lenses for a bigger statement.



**EL14898** Navigate every city adventure this summer with these beguiling ELLE sunglasses. Fearless and feminine, the catty front is seductively charming, while temples are elegantly enhanced by a fashion-forward metal cuff. Colour selections complement the new season: timeless black and brown for understatement, bewitching purple and urbane beige for trendsetting.



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**EL14904** Get the vibe of Paris after-hours with these stunning new ELLE shades. All eyes are drawn to the slender profile with its amplified top rim and end pieces in light or translucent tones. The vividly hued marbled temples are a striking highlight of this style, boosting its designer appeal. Colours are a revelation: glassy rose and pastel blue mingle with rich brown and classy all black.



For high resolution images, please click on this link:

<https://photos.app.goo.gl/BmaFMxE6NMbV84Ha7>

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About ELLE:

With 45 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. The first edition of the ELLE magazine was launched in France in 1945. That special ELLE spirit has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians' Lifestyle. 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](http://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:

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