

ELLE PRESS RELEASE

OPTICAL

LATEST MADE IN FRANCE COLLECTION



PRESS RELEASE

Made in France collection 2024

GET READY FOR EXCITING NEW MADE IN FRANCE EYEGLASSES!

Parisian style is ELLE style

What is Parisian style? Contemporary yet classic, casual yet classy, eye-catching yet understated. Individuality stands out in accents – like a chic and unique pair of glasses. Parisian style is also ELLE style. This popular fashion brand champions the originality, creativity and freedom of women in Paris, in France and across the world.

ELLE Made in France – pure French eyewear

Beautiful Made in France eyewear celebrates the French heritage and style of ELLE. Each high-quality Made in France frame is crafted in Oyonnax – the home of French eyewear – from highly polished, light-wearing acetate. Exuding designer-like flair, women seeking distinctive colour expressions and intricate decorations will love these signature looks.

New Made In France frames: pastels, patterns and black

Six new styles are inspired by extraordinary women who captivated the world with their brilliance, skill and determination. Bold round, square and geometric profiles pop in pastels, elegant reds and classic blacks. Exclusive details delight: patterned temples, transparent tones, engravings and metal embellishments set you apart from the crowd.

FLORENCE – EL31522

Florence Arthaud, champion French yachtswoman, inspires this confident rounded look. Made of polished acetate in classic black, beautiful red and rose with patterned temples, a geometric metal decoration adds another point of difference.



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HEDY - EL31523

Striking with intellectual charm – just like inventor and movie star Hedy Lamarr. This oversized square frame with dense rims makes a statement in brown, green and black. Highlights include a geometric metal decoration, dual tones, Havana patterns and transparencies on selected models. A cut-down on the back of the front lightens the look and adds a special twist.

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AUDREY - EL31524

Capture the youthful charm of French movie star and fashion icon Audrey Tatou in these classic square glasses. This on-trend design radiates in red with Havana temples, beige with black temples and classic black. Tilt this frame to reveal the wavy metal detail on the sides.



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CARLA – EL31525

As a model, rockstar confidante or first lady, Carla Bruni is always centre stage and flawless. Channel this vibe in a modern geometric Carla frame. In beige with marbled temples, blue with black temples or sheer black, this eyewear adds an extra dose of glamour to every occasion.



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FRANCOISE - EL31526

This softly rounded frame echoes the sophistication of an icon – French writer Françoise Sagan. Fine metal engravings in clear-coloured temples are a unique feature of this acetate style. Available in transparent red and beige as well as timeless black.



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LAURA - EL31527:

What an inspiration! The first female European university professor Laura Bassi inspires this cool frame style. The rounded front has an enticing dip and comes in transparent tones of rose and green as well as black. Fine engravings on a metal core elevate the temples of this must-have accessory.



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THE HIGH QUALITY AND ELEGANT MADE IN FRANCE COLLECTION BY ELLE

Enjoy high-res jpg files here:

<https://photos.app.goo.gl/2MZxumqSTcVTCPxN7>

About ELLE:

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

Website: www.elleboutique.com

Facebook: @ElleBoutiqueWorld

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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.