

ELLE PRESS RELEASE

OPTICAL

LATEST MADE IN FRANCE COLLECTION



EYEWEAR COLLECTION - MADE IN FRANCE
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ELLE Eyewear collection, made in France. #parisiananywhere

PRESS RELEASE

Made in France collection 2023

PARISIAN STYLE AND SPIRIT

What makes ELLE such a beloved fashion icon for women? Authentic Parisian roots are a large part of ELLE's signature appeal. The art, architecture and spirit of Paris course through ELLE's veins, channelling individuality and Gallic elegance. But ELLE is also a friend — a strong and vivacious confidante that has championed women's independence and liberty since its first publication in the 1940s.

TRULY FRENCH EYEWEAR: MADE IN FRANCE

ELLE is a hallmark of French fashion, elegance and female empowerment. ELLE Made in France is an exclusive eyeglasses collection that reflects this essence but also embodies superior French eyewear quality and craftsmanship. Made in France acetate frames are produced in Oyonnax, the traditional home of French eyewear. Oyonnax optical skill ensures outstanding frame finishing, perfect polishing and attention to every intricate detail.

FEMININE AND ALLURING: PASTEL, PATTERNED AND CLASSIC BLACK FRAMES

The latest Made in France collection has 8 new frame styles. Beautiful, blue-imbued patterns, feminine pastels and classic black are the colour highlights of this gorgeous line-up. Intricate details such as cut outs or ornamental metal accents make these fashionable frames truly unique. Each ELLE Made in France model is named after an extraordinary woman in recognition of her contribution to modern society and womanhood.

MARILYN – EL31516:



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Marilyn Monroe hardly needs an introduction. This beautiful and talented movie star remains a pop icon more than sixty years after her heyday. The Marilyn frame makes a strong fashion statement with its modern geometric front. The glasses have a beautiful pattern on the temples that blends into the laminated front. A small metal detail on the end pieces reveals the ELLE name. This stunning look comes in blue with a brown-blue pattern, grey with a rose-brown pattern and soft rose with a black pattern.

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JEANNIE - EL31517:



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Jeannie Longo has wowed the world with her cycling achievements including world championships and an Olympic title. The attractive Jeannie glasses boast an oversize square front and elegant temples. A patterned effect graces the front of the rose frame and the front and temples of the Havana model. This attractive eyewear accessory also comes in classic black. A small metallic detail on the temples enhances all three models.

DIANA - EL31518:



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Diana Spencer or Princess Diana was an international icon who was celebrated for her humanitarianism, beauty and charisma. As a major fashion trendsetter, she would have enjoyed the soft square shape, unique keyhole bridge and beautiful feminine colours of these flattering Diana eyeglasses. This popular look comes in transparent beige with brown temples or brown or wine red patterned with black temples.

ELLEN – EL31519:



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Adventurous and fearless, yachtswoman Ellen MacArthur wowed the world with the fastest solo circumnavigation of the globe. Ellen's spirit and coolness are celebrated in these stand-out retro Ellen glasses. This fashionable round frame boasts a vintage, metal detail on the end pieces. Chic blue with marble patterned temples, classic black and Havana colour selections up the glamour ante.

PRESS RELEASE

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INÈS - EL31520:



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A top international model in the 1980s, a Chanel muse and a magazine fashion journalist, Inès de la Fressange is truly a fashion icon. The modern rectangular Inès frame is a fitting tribute to her exclusive style credentials. A subtle cat eye tilt and unique cut-out decorate the front. A gold-decoration on the top of the brow line set these glasses apart from the crowd. This elegant frame comes in classic black, gradient brown with brown temples and patterned red with dark temples.

VANESSA - EL31521:



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Aged just 14, French singer Vanessa Paradis burst onto the world stage with the pop hit Joe le Taxi, becoming a famous star and model. French girl allure is embodied in these Vanessa glasses. The contemporary front is softly round and feminine. Design highlights include the unique layered material composition and a color-matching metal insert on the upper rims. This fresh look can be enjoyed in classic black, patterned wine red with dark temples and lightly patterned beige with dark temples.

PRESS RELEASE

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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/q7eTnK1zpP1WNCrx7>

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.