

# **ELLE PRESS RELEASE**

**OPTICAL AUTUMN/WINTER 2020**

# PRESS RELEASE

## Optical Autumn/Winter 2020

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ELLE spells the verve and flair of a woman moving through the streets of Paris on a spring morning. Fresh and at ease in her own skin, this sparkling French lady charms with her élan and witty impertinence. Her style is elegantly relaxed but always sensuous. Even in borrowed boyfriend jeans and an oversized shirt, she reminds us that being a woman is all about spirit and poise.

New ELLE optical wear is led by the classic décor and artistic silhouettes of the city of lights. Alluring profiles in vintage-look metal, bold TR90 or material mixes, present a quality and design that implies extravagance. How surprising that these singular looks, with their defiantly Parisian personality and exclusive, ornate details, are such great value. Solid and gradient hues like vivid teal, hints of reds and pink and warm golden-browns set this late-year line-up apart from the crowd.

**EL13490** Get light relief on dark autumn days with this eye-catching new ELLE frame. The fluid, softly rectangular profile features trendy ombre colouring on gradient brown, green and pink models. Temples are a design revelation with Parisian inspired metallic details enhancing the feminine glamour of the look.



**EL13491** ELLE celebrates Parisian polish in this smart new frame. The indisputably feminine profile with its subtle cats eye slant is richly contemporary. Weightless and comfortable, selected models, in gradient shades of brown, pink and blue, emphasise lightness. A metallic temple detail evokes the vintage spirit of the city.



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**EL13492** This breezy ELLE frame is the must-have accessory with new autumn fashion. The decorative, Paris-inspired model is chicly girlish with its lightly upturned rims in weightless TR90. The fluid rims are complemented by thin, retroesque temples in softly toned metal. These very feminine glasses come in gorgeous shades of Havana, black, red and green.



**EL13493** Certain to be a most sought-after eyewear look, this delicate, vintage frame from ELLE is a departure from the bolder expressions of recent seasons. The Parisian roots are tastefully inferred in the heirloom, rope wrought lines in rose gold and gold, and exquisite hand-painted colour accents on selected styles.



**EL13494** Check out this chic urban look from the autumn winter ELLE collection. Pretty and winning, this eyewear's unique, geometric rims keep it contemporary and unique. Abundantly detailed, the frame is tenderly hand-painted in neo2 colours, boasts an elegant rope detail on temples and enhances femininity through soft-edged fronts and feminine toning.



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### 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](http://www.elleboutique.com)

Website: [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.

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