

ESPRIT EYEWEAR OPTICAL PRESS RELEASE JUNE 2020

Esprit denotes effortless, authentic fashion that expresses sunny confidence and a joy of life. Famed for skillful tailoring and material excellence, Esprit's gift for capturing trends and its comfort promise, endears it around the world. Esprit eyewear emulates this enduring Esprit mantra with high-quality, easy-fitting frames that are sophisticated but casual.

This season's optical glasses are winning style statements inspired by an energetic desire for airy lightness. Designers pull out the creative stops in weightless, contemporary profiles – rounded, geometric, cat-eye – in slender wire or TR90-metal combinations. These relaxed optical looks keep it playful with on-trend colours revealed on diverse frame parts and a characteristic temple design.

ET33426 (unisex)

Inject new life into your daytime style with this clean-cut Esprit frame for men and women. Confident and smart, the thin, square lines are made of filigree metal and sit lightly but assuredly on the face. Cool colour accents in black, brown, blue or Havana pop on rim fronts, temples and end tips.

Colours
535 Brown
538 Black
543 Blue
545 Havana



ET33427 (unisex)

Break out and enjoy new freedom with this fresh Esprit look. The thin metal profile is a distinctive composition of edgy, geometric top rim and curved lower lines. Colour notes on fronts, temples and end tips are in sync with Esprit's tonal talent. Try on this frame in natural hues or more vivid splashes.

Colours
505 Gray
513 Wine
538 Black
584 Gold



ESPRIT

ET33428 (women)

Express your spontaneity with this feminine eye accessory from Esprit. The spare metal profile keeps life chilled for all-day wearers, while adding a touch of fashion zest through the subtle cats-eye lines and on-trend colour accents on the frame front and temples.

Colours

505 Gray
531 Red
543 Blue
545 Havana



ET33429 (men)

Keep it classy with this handsome men's eyewear from Esprit. The iconic square shape stands out in vigorous matt monotonies of new blue, Havana, green and grey. This model comes with the Esprit comfort guarantee thanks to a buoyant composition of TR90 and slender metal temple lines.

Colours

505 Gray
543 Blue
545 Havana
547 Green



ET33430 (women)

Try this chic look from Esprit to complement your urbane, casual style. Pretty and softly rounded, the airy, transparent TR90 structure is matched by a weightless, high-comfort fit. Temples are a sophisticated combination of an elegantly branded metal detail and skinny lines. Engaging colour selections include vivid wine and Havana or earthy grey and gold.

Colours

505 Gray
513 Wine
535 Brown
545 Havana



For high resolution images please use this link:

[Esprit optical June 2020 PR](#)



About Charmant Group:

For over 60 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 fulfill 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.