

ESPRIT

ESPRIT KIDS EYEWEAR PRESS RELEASE JUNE 2020

Esprit takes the fun up with fashion and accessories for active kids who love hanging out with their chums, playing tag, splashing at the beach or enjoying a tasty ice-cream sundae. Always on-trend, superior quality and a joy to wear, Esprit eyewear for kids endures while always looking good and feeling great.

New kids frames are perfect for boisterous, playful days. Four unique styles in lightly varying frame forms complete this little line-up, but it's performance excellence and a vibrant colour palette that tie these looks together.

Designed with kids' needs in mind, the weightless Ultem make-up ensures a light, comfortable fit and impressive durability. Sitting snugly on small noses, frame fit and comfort are further enhanced by an additional feature known as "the grip". This removable silicon ear-clip is positioned behind the ears, keeping frames steadily in place even if the party has moved to the trampoline.

Check out these jolly, tenacious styles in glorious reds, blues, purples and browns with cool accents on tips.

ET33433
Colors
531 Red
535 Brown
543 Blue
577 Purple



ET33434
Colors
531 Red
543 Blue
545 Havana
577 Purple



ET33435
Colors
531 Red
535 Brown
543 Blue
577 Purple



ESPRIT

ET33436

Colors

531 Red

543 Blue

545 Havana

577 Purple



Photo with ear-clips



For high resolution images, please use this link:
[Esprit Kids optical June 2020](#)

About The 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 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 fulfil 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.