



CHARMANT GROUP AND ESPRIT EXTEND THEIR 25-YEAR GLOBAL PARTNERSHIP

CHARMANT Group, a world leader in premium eyewear, is delighted to announce the renewal of its licensing cooperation with the global fashion brand ESPRIT. This exciting announcement is certainly well timed as this year CHARMANT and ESPRIT celebrate their silver anniversary as business partners. Their twenty-five-year association has brought stylish, top quality optical and sun frames to fashion lovers the world over.

For decades the CHARMANT Group has forged a reputation as an eyewear designer and manufacturer whose technical skill and product precision are matched by a flair for style and trend. ESPRIT's positivity and celebration of togetherness has delivered joy every day through laid-back tailored, high quality essentials since its founding in 1968. For both companies, the longevity and accomplishments of their partnership can be ascribed to common values and goals.

"We are very proud of this twenty-five-year journey and look forward to many more years ahead," says President and CEO of Charmant Group Masao Miyachi. "The success of our bond is down to the intrinsic guiding principles of both CHARMANT and ESPRIT: we always put the needs of our customers, high product quality, style and value for money at the forefront of our strategy."

Maria Pambori, SVP Head of Lifestyle at Esprit added "We are looking forward to continuing the successful partnership with CHARMANT and further developing our eyewear range. We highly appreciate CHARMANT as a reliable business partner with a profound expertise and knowledge while sharing a common brand understanding."

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.