

**LINE ART CHARMANT – 10<sup>th</sup> anniversary  
Press release April 2020**

**10 years of ultimate eyewear comfort by Line Art CHARMANT**

CHARMANT Group is delighted to celebrate a very significant anniversary this year: 10 years since the launch of Line Art premier eyewear; an exquisitely beautiful collection inspired by music and featuring frames so light and so comfortable, they have to be worn to be believed. In accomplishing Line Art, Charmant exceeded its own superior quality standards and reached new heights in technical innovation and creativity.

Each aesthetically striking Line Art frame is inspired by the soaring harmony and enduring spirit of music. Lovely to behold, ornate Line Art temples and serene arrangements complement Line Art strength and performance excellence. These feminine eyewear wonders are first in class for style and functionality.

To commemorate the 10<sup>th</sup> anniversary of this milestone in eyewear creation, Charmant releases two new Line Art styles that take the jubilee's "comfort in bloom" theme and work it into the frame lines in airy floral deliveries. A material mix of Excellence Titan and Beta Titanium enhance lightness and flexibility and shape the intricate filigree ornamentation.

**XL2150 Vivace**

This special anniversary Line Art edition is the perfect showcase for Charmant's high-tech expertise and unmatched design talent. The feminine front is a smooth meeting of nylon and thin titanium wire that runs along the top and inside of the rims. Exceedingly light to touch, the frame sits smoothly and securely, promising all-day comfort. The stand-out feature of this beauty is the laser-cut temple decoration in a filigree botanical expression embraced by Excellence Titan bands.



**XL2153 Vivace**

To commemorate the 10<sup>th</sup> anniversary of the revolutionary Line Art eyewear collection, Charmant releases this stunning and elegant Vivace model. Rim tops and temples immediately catch the eye with their pretty, laser-cut floral motif. Line Art lightness is visually expressed in this airy composition with slender end pieces and bridge connecting frame parts. This exceedingly feminine

10<sup>th</sup>  
anniversary  
*Line Art*  
CHARMANT

look is strong in spirit: superior titanium materials lend unmatched flexibility, comfort and durability.



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For high resolution images of the entire Line Art CHARMANT 10<sup>th</sup> Anniversary April 2020 collection, please use this link:

<https://photos.app.goo.gl/E6dgLBrathlvUqjs6>

### **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 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.