

Line Art

CHARMANT

LINE ART CHARMANT

Press release April 2020

Line Art by Charmant is premium eyewear for sophisticated, modern women who always stand apart from the crowd in elegant, high-quality fashion expressions. Inspired by the harmony and beauty of music, Line Art models are crafted from Excellence Titan, a Charmant-patented material that enables a gracefully striking aesthetic and superior functionality. Line Art is a testament to beauty, strength and flexibility with frames so light and so comfortable they have to be worn to be believed.

Menuet, the new Line Art design line

This spring, Charmant presents a fitting new addition to the exquisite Line Art collection. Entitled Menuet, these chic, lightly luxe styles expand upon the musical design language of this exceptional brand through playfully dancing temple lines that weave apart and connect in perfect sync. Eloquently airy compositions are enhanced by sublime tonal pairings – precious metals with fresh, contemporary hues – on pressure-mounted, nylon- and full-rimmed styles. Line Art's matchless comfort is amplified by smooth, pre-adjusted end tips and uniquely adaptive nose pads.

XL2147 (Pressure Mount)

This lithe confection from the premium Line Art eyewear collection is a little piece of luxury that looks divine and feels so light you'll hardly notice you're wearing it. Barely there lenses in deeply feminine contours are offset by metallic inflections on bridge and end pieces. Interweaving, dual-toned temple lines flow into smooth tips that add to the frame's inherent comfort and secure fit.



XL2148 (Full Rim)

This full-rimmed Menuet frame by Line Art Charmant is a timelessly elegant eyewear piece. Crafted from light, flexible Excellence Titan, the simple square profile is countered by tastefully ornate end pieces and interlacing temple lines. Dual toning and precious metal accents enhance this ultra-comfortable, ultra-striking eyewear creation.



XL2149 (Nylon)

This gorgeous new look from the exclusive Line Art Charmant label comes with all of the features we expect from this reputable Japanese eyewear brand: incredibly comfortable, unbelievably lightweight, meticulously tailored and singularly beautiful. Undeniably feminine, the browline is

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luxuriously accented in violet, gold or black. Streamlined end pieces segue into a compelling temple construction revealed in sophisticated dual toning.



For high resolution images of the entire Line Art CHARMANT April 2020 collection, please use this link:

<https://photos.app.goo.gl/HSKocFvut7umdMuV8>

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.