



LINE ART CHARMANT – 10th anniversary
Press release January 2020

CHARMANT Group is celebrating a very significant 10th anniversary this year: 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.

SO LIGHT, FLEXIBLE AND COMFORTABLE, YOU’LL FORGET YOU’RE WEARING THEM

10 years ago, Charmant mastered the challenge to create frames that are as weightless and well-fitting as they are unique and beautiful. With Line Art, the Japanese eyewear leader surpassed its own exceptional standards in meeting this goal, underscoring its reputation as an industry visionary and an eyewear maker par excellence. In the years since, the Line Art collection has expanded and is worn by customers in over 100 countries worldwide, many of whom loyally purchase second and third pairs, saying they could never again settle for another frame brand.

SPECIALLY DEVELOPED MATERIALS AND BRAND NEW TECHNOLOGY

Line Art’s one-of-a-kind comfort and uncommon design aesthetic came about thanks to the pooling of the talents of Charmant’s own designers and engineers as well as experts at leading Japanese universities. Furthermore, the process demanded the development of completely new proprietary materials and technology. Excellence Titan, the material that gives Line Art frames their spring-like flexibility and superior stability, was specially invented by Charmant in a complex, eight-year-long cooperation with the Institute for Materials Research at Tohoku University. In order to maximise Excellence Titan’s properties and avoid damaging the material, an advanced laser micro-welding technique was realised in a five-year partnership with Osaka University.

TALENT AND PASSION DELIVER A RARE BEAUTY AND SILKEN TOUCH

Beyond comfort, the strikingly elegant Line Art look with its ultra-thin profiles and playful, music-inspired temple arrangements contributes to the brand’s appeal. The accomplishment of these visually arresting, light-fitting frames is the culmination not only of Charmant’s technological advances but also of the ingenuity of top eyewear designers and the passion and pride of the entire Charmant team. Their desire for perfection drives them on to deliver ultimate frame comfort through in-depth research, constant quality checks and superior workmanship.

THE JEWEL IN THE CROWN

Rounding off the anniversary celebrations, Charmant has undertaken something quite special to evoke the ethereal beauty and the inspirational role of music in the brand’s DNA. First off, together with premium Japanese jewellery maker HIROUMI, three dazzling Line Art jubilee frames have been created, featuring hand-set precious stones in a florally inspired display. Then, Charmant has commissioned leading composer Masashi Hamauzu to write a commemorative new piece: the magical Line Art suite draws from the sounds of the production floor and channels the frames exquisite charm into a passionate and melodious musical embrace. This magnificent artistic craftsmanship is a fitting tribute to the fascinating Line Art odyssey.

The three Line Art anniversary styles featuring natural diamonds, yellow sapphire and green garnet (not for sale):



XL1614



XL1615



XL1616

XL1614 featuring a solid titanium front part with 140 dazzling 5 carat diamonds in a pave setting

XL1615 featuring a large diamond flower

XL1616 featuring beautiful buds and leaves adorned with colourful stones

Picture Download: <https://photos.app.goo.gl/zAT8Dsw9tXbWwff4A>

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.