

CHARMANT

Press Release

May 2021

Awards for CHARMANT Style Show - double gold for our first purely digital event

With the CHARMANT Style Show at the beginning of this year, we took another important step towards digitalization. A virtual trade fair was our digital answer to *Opti 2021*, which was cancelled due to the pandemic.

Julia Berger, Senior Marketing Manager at CHARMANT for Northern Europe, and the main organizer of the digital event explains: "We wanted to offer our customers a platform on which, despite Covid, they could interact personally with us, get to know our latest collections and take part in training seminars that are beneficial to their daily business."

Our digital event was well received by all participants - and as it turned out, it also caused a stir outside the optical world! As we know, success is usually the result of good cooperation - in this case, a great collaboration between us and the creative agency that set up the CHARMANT Style Show according to our challenging requirements. For their creation of this cutting-edge digital trade fair concept, the *MENSCH Kreativagentur* from Munich won double gold industry awards.

"The challenge was to accompany the target group into the digital world from the very first step. To do this, we picked them up on familiar terrain through print invitations and inserts in specialist magazines, and brought them to life using augmented reality," explain Stephan Gsell, Christoph Bohlender and Matthias Voll, Managing Directors at *MENSCH*. "We wanted to do something that has never been done before in the industry - and of course we are very pleased that the concept has won over both the trade fair visitors and the awards juries!"

Gold at the Healthcare Advertising Awards

The Healthcare Advertising Awards is the oldest, largest and most widely respected healthcare advertising awards competition. A national panel of judges was engaged to review all 4,400 entries for creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

Gold at the Communicator Awards

The Communicator Awards is dedicated to recognizing excellence, effectiveness, and innovation across all areas of communication. It is the leading international awards program, honouring talent in this highly competitive field. Founded nearly three decades ago, The Communicator Awards receives almost 5,000 entries from companies, agencies, studios, and boutique businesses of all sizes, making it, globally, one of the largest award shows of its kind.

If you weren't able to attend the first edition of our CHARMANT Style Show in January, here's some good news: Our next show is already in preparation and will take place from June 5th to 7th. Registration is now possible via styleshow.charmant.com.

Don't miss out on this virtual - and now also award-winning - experience!

About CHARMANT Group

For 65 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 uncompromising high product quality, the Japanese company has developed into one of the most important producers and providers in the highly competitive international ophthalmic

CHARMANT

Press Release

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.