

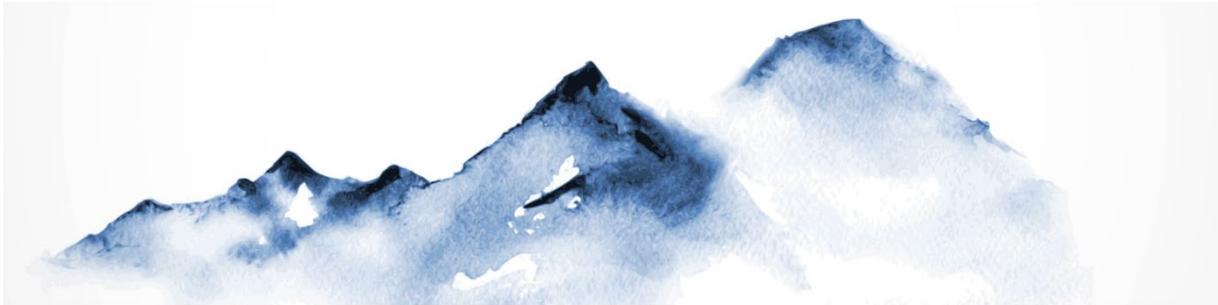
2020 | 29 February - 02 March

# CHARMANT PRESS RELEASE



Pavilion 1 D10 - E01

## EDITORIAL



**Satoshi Otsuki**

President and Chief Operating Officer Europe

Dear friends and colleagues,

Our market is ever changing but one thing remains the same: CHARMANT is back in Milan again this year to celebrate Mido's 50-year anniversary together with all of you.

2019 was a pivotal year for CHARMANT Europe as we profoundly reviewed our strategy and structure to better support our customers during this time of transition in our industry – or even – in our society. Our approach in product development has evolved accordingly as most of our house brands (Aristar, Ad lib & Charmant) as well as those by our partner designer (CHARMANT by Caroline Abram) are now developed in Europe internally. Meantime, over two decades of collaboration with our fashion brand partners (Elle & Esprit) continues to work successfully whilst our partnership with Strellson is already in its 3rd year. Between changes and continuities, CHARMANT Group keeps striving to deliver the best product with the best quality to our best-valued customers.

For this very special Mido, we are launching a totally new booth concept deeply inspired by our “Japanese origins”. This Japanese approach has been used in communications in many industries as a “cool element” in recent years but, should you be interested in “the real thing”, please come and visit us in Milan. The entire CHARMANT team is looking forward to welcoming you into our house at Mido.

Kind regards,

Satoshi Otsuki

## ABOUT CHARMANT GROUP



VALUES

価値

TRADITION

伝統

QUALITY

品質

TITANIUM

チタン

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 thanks to 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.

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

CHARMANT Group is celebrating a very significant 10<sup>th</sup> 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 manufacturer par excellence.

## SPECIALLY DEVELOPED MATERIAL AND BRAND NEW TECHNOLOGY

Line Art's one-of-a-kind comfort and uncommon design aesthetic came about thanks to the pooling of Charmant's own designers' and engineers' talents and the support of experts from 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 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.

## 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 the leading composer Masashi Hamauzu to write a commemorative new piece: the magical "Line Art Suite", which draws from the sounds of the production process, 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):



PICTURES



VIDEO

To discover at our booth D10 E01 – Pavilion 1.

## CHARMANT Group OPENS THE GATES OF ITS JAPANESE FACTORY

Try an immersive experience in virtual reality.



With this new virtual reality experience, CHARMANT Group wanted to push back the frontiers by making a visit to its factory accessible to all.

The semi-artisanal know-how of the company is explained in a 360° video where we discover the main steps in the manufacture of CHARMANT titanium eyewear. From titanium extraction to the product's shipping, and through welding and colouring processes, don't miss this beautiful journey of technologies, know-how and passion.



To discover at our booth D10 E01 – Pavilion 1.

## NEW COLLECTIONS 2020

**ad lib**

**AB3312** Looking for high-comfort eyewear that also appeals to your style and athletic sensibilities? Look no further than this on-trend new frame from the **ad lib** collection. Light, flexible and low-key, the edgy titanium look features a striking double bridge and ultra-thin, beta-titanium temple. Energy and spontaneity are expressed in vivid colour accents on both bridges and temple tonal contrasts.



BK

**CHARMANT**  
TITANIUM PERFECTION

**CH29805** Heritage fans will delight in the tastefully ornate influences found on this new CHARMANT Titanium Perfection frame. The elegant soft square profile features hand-painted accents on rims and temples on selected styles. Ease of wear and flexibility are a given with any frame in this collection, but newcomers will love the attention to detail on the end pieces and patterned temples.



BR

**CHARMANT**

**ZT27009** This latest CHARMANT Z frame follows utilitarian lines with its confident, highly wearable profile and masculine aesthetic. This superior piece features a minimalist nylon execution with deluxe but restrained end-piece and temple details in silver. As a prestigious CHARMANT Z frame, this well-expressed statement pledges high quality and incomparable functionality.



BK

**CHARMANT**  
*by Caroline Abram*

**CH12567** This new concept highlights women's eyes with an elegant design and a cat eyes effect. The fresh colour scheme enables a striking contrast between the top of the frame and the temples. The end tips are light and delicate and create a pleasant finish. Entirely made of titanium, each frame is a true fashion statement.



RG

**ESPRIT** **ET33410** Pop on a pair of these fashion-forward Esprit glasses for men and women and instantly discover that no compromise has been made on wearer ease. High-quality materials, including ultra-light Ultem and super flexible stainless steel, work hand-in-hand to power up comfort and weightlessness. Catwalk directions fuel the lively colour charge with modern lilacs, reds and greens standing out in gradient or solid interpretations.



531

**ELLE** **EL13479** Subtly sophisticated, this feminine ELLE frame is a relaxed look for curling up on the sofa or catching coffee with friends. The modern metal lines feel weightless and comfortable. The trendy rectangular shape features unique NEO2 hand-painted brow lines and prettily pearl-strand formed temples. This graceful eyewear in shiny gold and rose gold comes with black, blue, brown and pink painted accents.



PK

**strellson** **SN33040** This Strellson men's frame takes us to the ultimate style destination next summer. Focusing on a weightless sensation that enhances freedom and flexibility, a striking square profile in colour-surged acetate fits the face with remarkable lightness. Square acetate rims stand in bold contrast to the ultra-thin metal temples on this smart Strellson model.



BL

**Discover all our new collections at our booth D10 E01 – Pavilion 1.**

For further information please contact: [gaille.jommetti@charmant.fr](mailto:gaille.jommetti@charmant.fr)