

PRESS RELEASE

JUNE 2023

*Line Art*  
CHARMANT

## **Line Art CHARMANT eyeglasses: elegance, individuality and quality redefined**

Line Art eyeglasses are exquisitely crafted for confident, fashion-savvy women who seek exclusive eyewear. Inspired by the spirit of music, these extraordinary frames go far beyond functionality. Each feather-light masterpiece reveals a tastefully decorative three-dimensional temple. Designed and made in Japan, using superior Excellence Titan, beautiful Line Art frames fit securely, are instantly comfortable and make a lasting impression,



## **Alluring new models feature Swarovski crystals and colourful rhinestones**

Evoking the glamour and sophistication of high-end jewelry, four stunning new models enhance the Line Art collection. Barely-there pressure-mounted and graceful nylon shapes appear elegantly simple. Tilted to the side, their artistry is unveiled. These feminine frames are embellished with Swarovski crystals or vibrantly colourful rhinestones, captivating all who lay eyes on them.

# Quintet



## **XL2171 (pressure-mount)**

Indulge in the ultimate jewelry for your eyes. Five brilliant cut Swarovski stones are mounted on the temples of these luxurious Line Art eyeglasses. Intricate Quintet temple lines, rich Japanese colouring of rose gold, gold plated and silver, and vivid temple tips create a striking profile that captures the spotlight.

# Vivace



**XL2172 (nylor)**  
**XL2173 & XL2174 (pressure-mount)**

Temples, featuring four floating, coloured rhinestones, place these beautiful Vivace models in a league of their own.



Every woman is effortlessly glamorous in this nylon style (XL2172). A milled sheet combined with regular wire rim gives the frame a light, slender appearance. Base tones of navy, grey and brown are joined by a second colour on the brow line and temple tips. Dainty rhinestones glitter on the sides, completing this enchanting profile.

Prepare to be spellbound by these pressure-mounted eyeglasses. This soft square expression sits lightly but snugly on the face (XL2173). In rose, brown or blue, hand-dyed gradation on the temples heightens the sense of exclusivity. For a more edgy look, this gently geometric model (XL2174) is a premier choice. This light frame entices in rich Japanese black, rose gold or teal colouring. Twinkling rhinestones and shaded temple tips create colour pops that make this profile stand out.



## Line Art Wearer Benefits

Line Art CHARMANT are premium eyeglasses that were created to look beautiful and feel incomparably light. Alongside their exclusive and sophisticated design, Line Art frames have premier comfort benefits that wearers of high-quality eyeglasses expect and deserve.

- High flexibility
- Memory function
- No nickel
- Weightless fit
- Ergonomic design for unsurpassed comfort
- 3D design accomplishing snug fit
- Adaptive nose pads
- Pre-adjusted comfort end tips
- A dazzling array of temple designs to suit individual tastes

## IMAGE DOWNLOAD

<https://photos.app.goo.gl/tEZkSayTySDqNTX77>

## ABOUT CHARMANT GROUP

For over 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 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.