

PRESS RELEASE

CHARMANT Z – July 2020

CHARMANT Z is synonymous with ultimate eyewear excellence. Made for modern men who lead demanding lives and appreciate sharp looks, these high-tech, Japanese engineered frames deliver like no other, providing superior comfort, style and top quality that lasts. Aesthetically sophisticated, with smooth masculine lines, refined design accents and smart performance-enhancing features, CHARMANT Z's lightweight profiles are moulded from strong, ultra-flexible Z-titanium and put wearer comfort at the fore.

Three new *Impact Models* enhance the CHARMANT Z collection. Titanium is the material of choice for this upmarket brand, thanks to its superior strength and weightlessness. With these latest models, however, designers focus on titanium's metallic beauty, bringing function and style together to reveal the most alluring temple composition: short titanium pipes, interspersed by injection parts and a Z titanium core, lend these temples unheard of strength, flexibility and elegance.

ZT27013 CHARMANT Z presents style and quality in this fresh full-rim look. The accentuated brow line leaves a seductive, academic impression. Temples boast CHARMANT Z's renowned flexibility in an ingenious arrangement of titanium pipes and Z titanium core. Masculine and sophisticated, wearers will luxuriate in the comfort and optics of this superior frame.



ZT27014 Make a style statement and keep quality standards high with this iconic frame from the latest CHARMANT Z collection. The milling, full-rim model hints at vintage with its understated, bold form. Japanese technology and material excellence collide in the striking, super flexible temple composition, which features a sequence of short titanium pipes with a Z titanium core. This is premium eyewear for sartorialists.



ZT27015 When it comes to style, comfort and quality CHARMANT Z is the eyewear choice for urbane men. This slender metallic profile is composed of a handsome, square-rimmed expression and an elevated bridge. Temples are striking, with their row of titanium pipes encasing a Z titanium core. This elaborate structure heightens the frame's cultured appeal while packing a high-tech punch: flexibility and strength are second to none thanks to this performance-enhancing arrangement.



ZT27018 This confident, half-rim CHARMANT Z frame draws all eyes to its stand-out temple composition: a slender row of raw titanium pipes. A Z-Titanium plate holds this striking ensemble in place and works with the pipes and injection parts to exaggerate flexibility. This superb men's look brandishes its material competence in polished titanium end tips with a logo Z engraving.



ZT27019 CHARMANT Z welcomes a sophisticated new impact model. The full-rimmed titanium frame, in shades of black, grey or white gold, reveals a souped-up temple made from titanium pipes and a Z-Titanium core: an elegant composition that belies the intricate, high-tech workings that underlie the super flexible functionality. Titanium tips with silver inlays enhance finesse and smooth wearability.



For high resolution images of the entire CHARMANT Z July 2020 Collection please use this link: <https://spaces.hightail.com/receive/g7FWTWffrU>

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.