

# WE ARE CHARMANT



CORPORATE BROCHURE



# WE ARE CHARMANT

Founded in Japan in 1956, we are a company with a world-renowned reputation in the eyewear industry as a leader in quality, service and technical innovation.

We design, manufacture and sell spectacle frames and sunglasses under our own house brands as well as licensed brands, catering to diverse markets and target groups.



Our ethos is perfectly encapsulated in our committed, dynamic and connected global commercial teams.

**We stay true to our original Japanese values:**

Ensuring that precision and quality always take first priority in everything we do.

As one of the largest groups in the eyewear industry, today CHARMANT Group remains among the select few to own their supply chain from design through to final delivery.

**CHARMANT**



# OUR VISION

Our founder Mr. Kaoru Horikawa had a big vision from the beginning:

**"I want to  
bring more  
wellbeing  
to the world  
through my  
work."**

Our vision is to enhance the lives of people worldwide by providing high-quality eyewear.



**KAORU  
HORIKAWA**



# OUR MISSION

## **INNOVATE FOR A BETTER FUTURE**

We constantly push the boundaries of our Research and Development with the aim of innovating to enhance our customers' everyday lives and their futures.

## **CO-CREATE A BETTER WORLD**

As CHARMANT's global network is one of its strengths, we continue to collaborate and co-create with the world to create new value in the coming era.

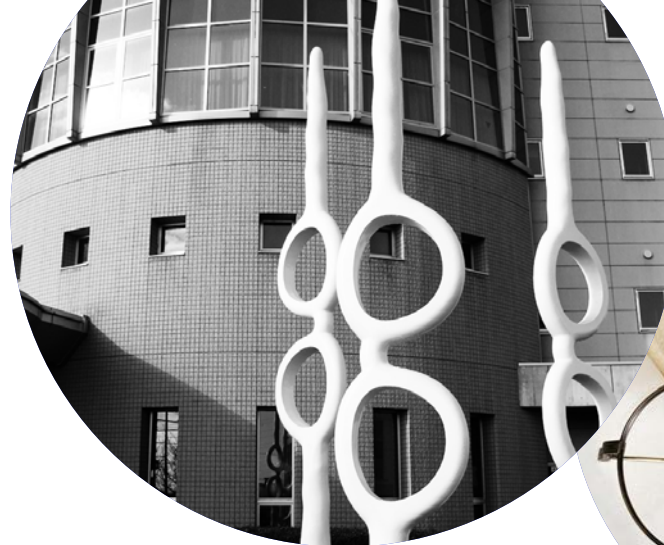
## **CONTRIBUTE TO SUSTAINABILITY**

CHARMANT Group positions Human Resources, Environment, Society and Governance as important aspects of all corporate undertakings and actively works to optimise them for the greater sustainable good.

# OUR VALUES

Our roots are in Japan, a country that is as diverse as it is fascinating.

Although today we operate on a global scale, we stay true to our original Japanese values.



## **TRADITION**

Exceptional craftsmanship and know-how are deep-seated in the Japanese region of Sabae.

## **QUALITY**

We ensure that precision and quality always take first priority in everything we do.

## **INNOVATION**

Constantly on the pulse of current developments, we apply the latest Japanese technologies.

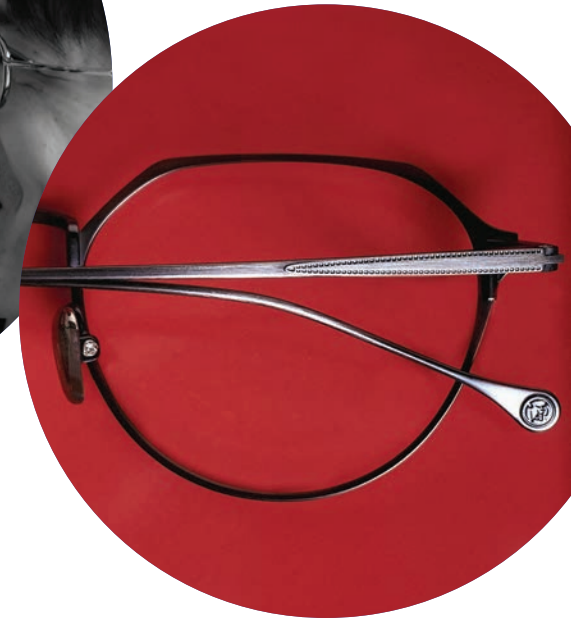
## **RESPONSIBILITY**

Respect, fairness and sustainability are at the core of our actions and behaviour.

**CHARMANT**

# FACTS & FIGURES

**Chairman:** Kaoru Horikawa  
**CEO:** Masakiyo Honjo  
**Ownership:** Privately owned



## **DISTRIBUTION**

Distribution in over 100 countries  
(direct distribution in 18 countries,  
trusted partnerships with distributors in other markets).

## **SUPPLY CHAIN**

Integrated supply chain from material development to distribution.

## **DESIGN & DEVELOPMENT**

Designers and planners, based in New York, Milan, Paris, Munich, Hong Kong and Sabae, form a global team.  
This network allows us to develop on a worldwide basis and to be in tune with our markets and their trends.

## **LOGISTICS HUB**

European logistics hub on the French-German border, facilities in Hong Kong and Singapore serving Asian markets  
and a logistics centre in New Jersey serving the Americas.



# FACTS & FIGURES

**Headquarters:** Sabae, Japan

**Employees:** around 1900 worldwide

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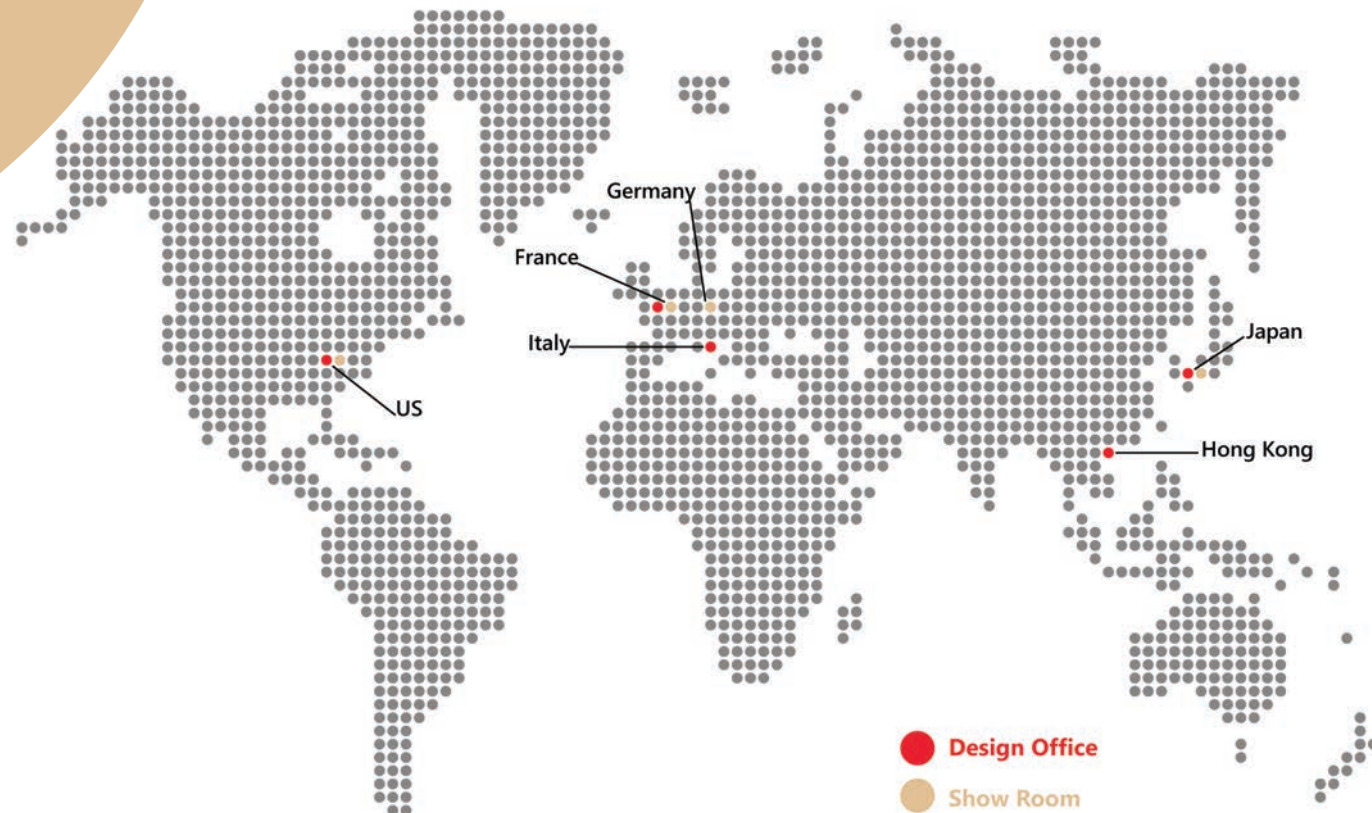
**Subsidiaries** in Europe, the USA and Asia

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**Own production sites** in Dong Guan (China), in Xiaman (China) and in Sabae (Japan)

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**Flagship retail store** in the famous ginza district of Tokyo



CHARMANT

# WE ARE TITANIUM EXPERTS

Our deep-rooted expertise in this field cements titanium's significance in our collections – both for today and the future.

As the true titanium experts, we remain at the forefront of the eyewear industry, setting new standards for titanium excellence.



## WE LEAD THE WAY IN THE TITANIUM EYEWEAR INDUSTRY:

- We process around 25 tonnes of titanium per year.
- We have more than 65 years of experience in titanium eyewear.
- We have gained an unrivalled amount of knowledge by overcoming technological barriers.
- We were one of the first eyewear manufacturers to launch a frame collection entirely made of titanium.
- We use many different types of titanium for our eyewear to ensure best quality, including: pure titanium, beta titanium, Z titanium and Excellence Titan™.
- After 8 years of research & development, we launched a new, super flexible titanium alloy called Excellence Titan™, offering unprecedented wearing comfort...
- ...and thus, we are the only company in the optical field to ever develop its own titanium alloy.
- Accordingly, we developed the micro-laser welding technology, to process Excellence Titan™...
- ...and thus, we are the only eyewear manufacturer with its own machines for the optimal processing of titanium alloys.
- We are the only one in our field also producing high-precision medical instruments.

**CHARMANT**

# OUR CSR

We actively work on our Corporate Social Responsibility (CSR) efforts to optimise them for the greater sustainable good.

CHARMANT Group follows established CSR principles and standards, such as ISO 26000, as well as contributing to Sustainable Development Goals.

## ENVIRONMENT

*Promotion of environmental management*

We, CHARMANT Group, are committed to respecting the wonder of nature and we are proactively engaged in preserving the environment for the future generations.

## GOVERNANCE

*Optimisation of governance*

We, CHARMANT Group, always comply with legal requirements and have robust risk management processes. We are also committed to enhancing quality of life and we endeavour to increase our corporate value through the making of innovative products and services.

## HUMAN RIGHTS

*Respect for human rights and rewarding work*

We, CHARMANT Group, are committed to respecting human rights, diversity, gender equality and equal employment opportunities. In addition, we embrace the individuality of all employees, and we strive to create an enjoyable and nurturing working environment that enables abilities to flourish.

## SOCIAL

*Improving people's quality of life through entrepreneurial activities*

We, CHARMANT Group, wish to improve people's quality of life through our products and services, and to contribute to the positive development of individual countries and communities through our business activities.





# CHARMANT

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