

PRESS RELEASE

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AD LIB GLASSES: URBAN STYLE AND INNOVATIVE COMFORT FOR A NEW GENERATION

Ad Lib eyeglasses are synonymous with superior quality and contemporary style. Modern and understated, each light, titanium frame is a masterpiece of Japanese technology and European design that gives the wearer a distinctive, urban look while ensuring a relaxed but optimal fit.

NEW MODELS

The latest Ad Lib eyeglasses present a fresh take on the typical aesthetic qualities of this exciting eyewear brand: dynamic sport and technology design inspirations, vivid matt and shiny colour applications and contrasts, 3D features and thin profiles. Functionality is optimised with titanium composition and titanium or beta-titanium temples and hinges delivering unparalleled lightness and wearing comfort.

WEARER'S BENEFITS

- Modern, pared-back frame looks with exciting colour and volume details
- High-quality frame composition and design ensures long wearing pleasure
- Very comfortable glasses thanks to light, premium titanium and flexible temples
- An extra portion of colour to brighten your day, every day



WOMEN'S STYLES

HIGH-TECH ELEGANT GLAMOUR

Understated, feminine glamour meets high-tech elegance in these Ad Lib women's frames. This eye-catching panto model (AB3288) shows off colour gradients on the temples and stylish matt and shiny colour contrasts. On these round hexagonal eyeglasses (AB3289), metallic tones, gradients and matt and shiny contrasts make an enticing impression. Both styles feature a soft 3D temple detail and flexible beta-titanium temples.



AB3288 - NV



AB3289 - GN

CHIC COLOR APPLICATIONS AND 3D EFFECT



AB3290 - BK



AB3291 - PK

Contemporary colour selections, gradient effects on temples and 3D design make these three-toned Ad Lib women's eyeglasses unique. Volume interplay on rims and contrasting matt and shiny finish sets this feminine hexagonal frame (AB3290) apart. For a softer impression, this oversized rounded model (AB3291) creates an attractive accent on the face.



MEN'S STYLES

DYNAMIC EYEGLASSES WITH 3D DESIGN

Progressive design puts the spotlight on these vibrant, cutting-edge eyeglasses. Volume variations on updated rectangular (AB3332) and edgy square (AB3333) profiles create a strong 3D impression that is intensified by vivid colour contrasts. A beta-titanium hinge enhances temple flexibility.



AB3332 - BK



AB3333 - DG

HIGH ENERGY TEMPLES AND COLOR CONTRASTS



AB3334 - BL



AB3335 - NV

Confident and dynamic, these crown panto (AB3334) and retro rectangular (AB3335) eyeglasses look modern and sporty. Temples are thin with volume variations creating a structured 3D effect. Two-toned contrasts, matt and shiny applications and coloured nylon rim strings intensify the athletic vibe.

SMOOTH, **AERODYNAMIC** FRAME LINE

City cool meets the speed of the track in lively full-rimmed rectangular (AB3336) and iconic rounded (AB3337) eyeglasses with nylon string. Energy is upped thanks to thin, streamlined profiles, dynamic 3D details and vivid colour applications.



AB3336 - BR



AB3337 - NV

IMAGE DOWNLOAD

<https://photos.app.goo.gl/7owAZA2ztJd8pXkQ7>

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ABOUT 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 fulfill 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.