

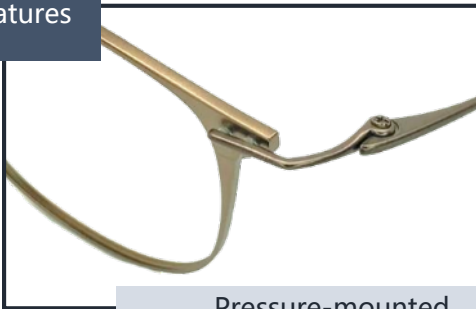
CHARMANT TITANIUM PERFECTION

Superior eyeglasses that capture the spirit of reinvention

Perfection – it's the highest level of excellence. The creators of CHARMANT Titanium Perfection challenged themselves to achieve this flawless state by making titanium eyeglasses that are simply the best quality and comfort, in designs that are contemporary but timeless.

New Models

Maintaining these incredibly high standards is a challenge that never ends. It requires skill, technological expertise and a spirit of reinvention. In all-new men's and women's styles, eyeglass functionality is finely tuned to reveal light, pressure-mounted constructions with thin milling fronts. Innovative design advances are reflected in exclusive coloured end tips, gorgeously patterned rims, fresh tones and attractive frame forms.

Product
features
1Pressure-mounted
constructionProduct
features
2Thin milling front
(Titanium)Product
features
3Pattern for whole milling
frontProduct
features
4

Inner-dyed end-tips

WEARER'S BENEFITS

- Long-wearing comfort thanks to light, premium titanium and superior design
- Timelessly elegant looks for men and women
- Quality that's built to last: glasses that promise long-lasting wearing pleasure

MEN'S STYLES

Masculine eyewear reimaged for style and comfort

Four new men's eyeglasses express the striking character of this premium eyewear brand as well as new advances in functionality and style.

The elegant and understated profiles are very slender with an extremely thin titanium milling front and pressure-mounted end-pieces. The light appearance is complemented by light comfort that make these frames ideal for all-day wear. There's a shape for every face form: soft square with and without a double bridge (CH16706 and CH16709), rectangular (CH16707) and soft round (CH16708).

Titanium rims in masculine tones of black, grey, blue, brown and green dominate the new collection with contrasting beta-titanium temples. Transparent crystal end tips with inner colouring lend a note of difference to these superior frames.



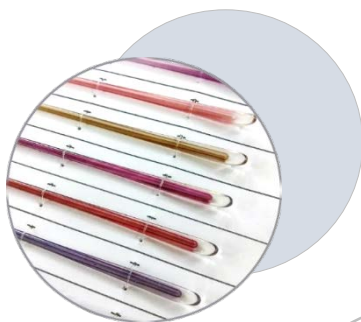
WOMEN'S STYLES

Freshly feminine with fashion-forward colouring

Three new women's eyeglasses marry superior quality and relaxed comfort with chic design.

Thin milling fronts in titanium are combined with a pressure-mounted construction on the sides, enhancing the frame's light touch. Profiles are pretty and feminine in angular (CH16715), soft round (CH16716) and soft square (CH16717) shapes. Temples and end-pieces are very slender and made of flexible beta-titanium.

Colour is a key focus of these new styles with exquisite gradient patterns and demi colour expressions on rims or mono contrasts on rims and temples. A unique highlight on these frames are the crystal transparent end tips with their built-in colour surge.



* Weight shown includes demo lenses

PRESS RELEASE

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CHARMANT
TITANIUM PERFECTION

IMAGE DOWNLOAD

<https://photos.app.goo.gl/zrMCnZh1HJ7qS6Z77>

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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 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.