

ELLE PRESS RELEASE

OPTICAL

AUTUMN / WINTER 2022

INSTANT PARISIAN CHIC WITH BEAUTIFUL NEW ELLE EYEGLASSES

ELLE is a celebration of effortless Parisian style and the modern Parisian women. It's fashion that is contemporary, elegant and always complemented by an individual flourish: a vintage scarf, a vibrant clutch or vivacious eyeglasses. This is expressive flair for open-minded, spontaneous women whose independence and empowerment have been championed by ELLE for decades.

These latest high-quality ELLE eyeglasses are perfect for that personal flourish. Bold and minimalist profiles are revealed in rounded, cat-eye or rectangular shapes. Colours are conveyed in monotone and gradient expressions. Warm Havana, red and wine are the key tones, while fresh flashes of blue, purple and luxe metals present cool alternatives. Design details highlight ELLE's fashion DNA and set these frames apart: French pleats with geometric and curved forms are woven into frame end-pieces, fronts and temples.

EL13521 Express bold elegance in these modern ELLE eyeglasses. This rounded style, made of smooth TR90, is striking in classic Havana, dark red or pastel shades of blue or rose. A curvy metallic pleat detail wraps around the front and sides of this frame, giving the glasses a discreetly luxurious look.



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EL13523 Stand out from the crowd in these head-turning ELLE eyeglasses. The rounded TR90 frame is expressed in beautiful gradients: blue, purple, grey or Havana tones segue into transparent hues. A graceful metallic French pleat on the temples elevates this contemporary look.



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EL13524 Seductive and fun, these new ELLE eyeglasses are a flattering choice this autumn. Rims, made of light TR90, are softly cat-eye shaped, and coloured in rich blue or tortoise, bold red or pastel grey, with matching end tips. Luxe metallic pleats meet thin temple lines in a chic volume interplay.



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EL13525 For first-class accessorising, these softly rectangular ELLE eyeglasses are the sophisticated choice. Feminine elegance is emphasised in matte or rose gold, black or red rims. TR90 temples provide a vivid contrast in striking beige, Havana, black or dark red. Fashionable French pleats influence the ornate, hand-painted temple details.

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EL13526 Discover new lightness in these timeless ELLE eyeglasses. The metal nylon rims, in rose or classic gold, are slightly geometric giving them contemporary flair. Inspired by French pleats, the feminine temples are hand-painted in warm wine, brown or classic black.



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Enjoy high-res png files here:

[Optical June 2022 PR Release Images](#)

About ELLE:

With 45 editions in the world and 20 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming a synonym of "everything" to do with woman, thanks to the four-lettered logo meaning "she" in French. Since 1945, and since forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE

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(optimism and positiveness), FREE SPIRIT and GENEROSITY. ELLE focuses on creating products that are accessible to all, while allowing each individual to stand out in a crowd. The ELLE style is a mix of effortless elegance and playful refinement, with bold combinations that make a difference. Twisting a silhouette to give it that "French touch", that little extra that makes it so Parisian.

The ELLE brand is owned by Hachette Filipacchi Presse (a Lagardère News company) based in France. Lagardère Active Enterprises is in charge of the ELLE brand non-media extension worldwide inside the Lagardère Group. Discover more about the ELLE world on www.elleboutique.com

Website: www.elleboutique.com

Facebook: @ElleBoutiqueWorld

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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.

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