

# ELLE PRESS RELEASE

## OPTICAL

### NEW MADE IN FRANCE COLLECTION

#### **PARISIAN HERITAGE AND PANACHE**

Beloved around the world, ELLE is unmistakably Parisian in spirit. When it was first published in 1945 in the French capital, ELLE magazine heralded the dawn of a new age for the modern woman – an age of liberation where women could be independent, strong and successful.

ELLE has nurtured women's freedom and originality since that milestone first edition. Over the decades, encouraging women to believe in themselves and go their own way has been as much a hallmark of ELLE as the contemporary fashion looks that are essential to this global lifestyle brand.

#### **FRENCH STYLE BY FRENCH KNOW-HOW**

The ELLE Made in France eyewear collection is inspired by extraordinary French heroines who embody the independent spirit and stylish elegance that lies at the heart of the ELLE brand.

To create these modern masterpieces, only the very best French eyewear-making quality suffices. The French city of Oyonnax is nestled in the Jura valley. It has been the cradle of traditional eyewear creation since the 1950s and it is renowned worldwide for high-quality acetate frames. The craftsmanship of Oyonnax is realised in the Made in France glasses collection, ensuring a distinctive and superior look with unique decorative elements and the polishing of each frame to perfection.

Each model in the ELLE Made in France collection tells a story – the story of an inspiring French woman and how she overcame obstacles to succeed and make a lasting contribution to society. These extraordinary French personalities carved paths and became leading lights in the arts, sports and sciences. Their spirit and the spirit of this collection mirrors ELLE's active empowerment since its beginning.

#### **MODERN RETRO AND GEOMETRIC TRENDS**

Six exciting new looks channel all aspects of the ELLE made in France collection's character: chic Parisian design, exquisite details and high-quality acetate fused with superb eyewear expertise.

New optical frames are retro-inspired modern geometric, rectangular and rounded shapes with elegant temple executions such as twisted and art-deco

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## Made in France collection 2022

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style metallic details. Key colours of these new looks are lovely beige, rose and light brown pastels, classic black and glamorous havanas.

### **CAROLINE** - EL31508:



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Fearless and daring yet always feminine, French aviator Caroline Aigle is the inspiration for these contemporary eyeglasses. Fashionably oversized, upturned corners give this modern look a vintage feel. Temples are slender and feature a twisted metal detail in gold or rose gold. This frame is realised in attractive colours: rose beige with patterned temples, a vintage-inspired light and deep brown gradient, and classic black.

### **GENEVIÈVE** - EL31509:



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This attractive round frame makes a confident impression. Available in light patterned pastel brown or dark purple and classic black, the thin temples with their twisted metal decoration in gold or rose gold are a design highlight. These glasses are a tribute to the bold spirit of French heroine Geneviève de Gaulle-Anthonioz. An early member of the French Resistance, she later dedicated her life to fighting against poverty and for human dignity.

### **KATIA** - EL31510:



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RE

These delightful glasses set the fashion pace thanks to the striking vintage-inspired geometric front shape, beautifully curved temples and elegant gold or rose gold temple detail. The bold acetate frame comes in striking red with rich Havana temples, stylishly patterned beige and seductive classic black. Katia Krafft, recognised for her superb intellect and contribution to

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volcanology, is the adventurous French woman memorialised by these sophisticated eyeglasses.

### **YVETTE** - EL31511:



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Looking good is easy in these new ELLE Made in France glasses. The soft rectangular frame comes in beautiful rose with rose Havana temples, richly patterned dark brown and classic black. Curved temples and a graceful temple detail, in rose gold or gold metal, enhance femininity. This striking look is perfect for work and play and is dedicated to a pioneer in the field of science: Yvette Cauchois's superior intellect influenced the development of x-ray spectroscopy and x-ray optics.

### **ALICE** - EL31512:



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RE

Get everyone talking when you wear these retro geometric glasses. The slightly edgy front shape dazzles in Havana red with black temples, in beige with beige patterned temples or in black with Havana temples. The frame shape and gold or rose gold metal temple decoration with studs are highlights of this vintage look. This fashionable frame is a tribute to Alice Guy-Blaché - the first female movie director and a pioneer of modern cinema.

### **JEANNE** - EL31513:



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These stylish glasses will look good on any face. The front shape is vintage round and expressed in dark blue with blue Havana temples, in all-over vintage Havana or in seductive classic black. A design highlight is the art-deco inspired temple decoration in gold or rose gold metal with matching metal studs. This frame pays tribute to the "Mother of Aquariophily" Jeanne Villepreux-Power,

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who invented the aquarium. A blue frame model was included to honour Jeanne's contributions to marine biology.

### THE HIGH QUALITY AND ELEGANT MADE IN FRANCE COLLECTION BY ELLE

(Enjoy high-res png files here:  
<https://photos.app.goo.gl/1c3o61K2shptyDj6Z> )

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#### 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 (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](http://www.elleboutique.com)

Website: [www.elleboutique.com](http://www.elleboutique.com)

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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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