

# ELLE PRESS RELEASE

SUNWEAR 2021 AND 75<sup>TH</sup> ANNIVERSARY STYLES



EYEWEAR COLLECTION  
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ELLE

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# PRESS RELEASE

## Sunwear 2021 and 75<sup>th</sup> Anniversary styles

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Get instant Parisian Chic with ELLE Sunglasses!

ELLE celebrates 75 years at the pinnacle of stylish elegance. Always a step ahead of the times, this coveted fashion bible has also been a standard bearer for female empowerment. Over the decades, ELLE has reached out to women around the world, listening to and telling their stories as they carved their paths toward strong, independent lives. All this while speaking an innovative fashion language that interprets the hottest trends, applauds style originality and comes wrapped in a silken embrace of feminine Parisian panache.

Iconic flair and designer savvy charge ELLE's latest sunglasses collection. These exquisite accessories borrow from a rich palette of fresh, exciting shades and reimagine them in high-quality, on-trend looks. Fiery reds, blushing pinks, intense and pale blues and greens as well as warm neutrals enliven round, cats-eye and geometric shapes. Striking a line between simplicity and originality is the key to ELLE's distinctively Parisian look. These frames master the task, adding gracefully intertwining 3D embellishments or striking lens gradients to classic profiles.

Go the extra mile for style with a gorgeous ELLE anniversary model. Enjoy two new acetate frames in slender or round form with gradient lenses on selected looks. Reflecting the times and ELLE's spirit of empowerment, the mantras "Dare to be who you want" and "Be loved as you are" are laser patterned onto temples.

**EL14906** Turn up the cool dial this summer with these chic summer shades from ELLE. This edgy, pilot look is shaped from high-quality, super thin metal, keeping it light and comfortable on hot city days. Rim tops are elegantly twisted into a decorative rope detail and lenses are seductively gradient.



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**EL14907** Get instant Paris attitude with these stylish ELLE sunglasses! Striking lens gradients are harmoniously integrated into slender metal frames in black, brown, purple and red models. Rim tops are picked out in a decorative cord embellishment. Selected models are completed by a colourful accent on lower rims.



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**EL14909** ELLE gives away the secret to French chic in these brand new fashion sunglasses. Keeping it simple but always unique, this light look is made of super thin metal lines that are gracefully embellished on bridge and temples by a quilt-like geometric engraving. Colours are to die for: pick up this summer's eyewear choice in thrilling rose or classic black.



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**EL14912** Express your inner Parisian girl with these bewitching ELLE sunglasses. This softly cat-eye frame in black or in transparent hues is unmistakably feminine. The style ante is revved up on temples and fronts with exquisitely decorative effect. Light and sublimely feel-good, this chic piece is French-inspired accessorising at its finest.



BK



BR

**EL14913** Cat-eye sunglasses are all the rage this summer season, so step out in style with this striking pair from French fashion darling ELLE. This iconic, silver-screen look is so striking in warm brown and deep green and boasts discreetly decorative gold metal temples and end pieces.

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### ELLE 75<sup>th</sup> Anniversary Styles

**EL14920** Let's celebrate ELLE's birthday with these exclusive anniversary sunglasses! The acetate frame in black and pink features wow-factor gradient lenses on selected models. This simple statement of French panache channels ELLE's traditional empowerment of women into an inspiring temple mantra: Dare to be who you want.



**EL14921** ELLE celebrates 75 years as a fashion leader and champion of modern women. These flattering anniversary sunglasses capture ELLE's eternally stylish Parisian elegance in a contemporary acetate frame in two-toned beige-black as well as classic all black. "Be loved as you are" is fondly impressed onto temples, reminding us to be kind to ourselves.



For high resolution images, please click on this link:

<https://spaces.hightail.com/receive/ahqAehuyq7>

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### About ELLE:

With 45 editions in the world and 21 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming synonym of "everything" to do with woman, thanks to the four letters logo meaning "she" in French. Since 1945, and forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE (optimism and positiveness), FREEDOM 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, which will make the 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. L.A.E. 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)

Facebook: @ElleBoutiqueWorld

Instagram: @ElleBoutique

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### About Charmant Group:

For over sixty 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 for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers 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 on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle 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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