

# CHARMANT

## *Press Release*

19<sup>th</sup> July 2021 – for immediate release

### **CHARMANT GROUP RENEWS ELLE EYEWEAR LICENSE WHILE CELEBRATING 25-YEARS' COOPERATION WITH THE BRAND**

CHARMANT Group, world leading manufacturer and designer of optical and sun eyewear, is proud to announce the extension of its long-term collaboration with French fashion and lifestyle brand ELLE by an additional five years.

News of the renewal of the license comes just as the two brands celebrate the 25th year of their successful international collaboration: it was back in 1996 that CHARMANT Group first signed up to create and market ELLE frames. The eyeglasses innovator has established ELLE as a leading eyewear brand ever since.

ELLE has become today more than the beloved Parisian fashion magazine label; as a global and lifestyle brand, ELLE has inspired and influenced women for decades. Owned by the Lagardère Group, ELLE stands for French chic, urban Parisian vibe and individual style. ELLE eyewear by CHARMANT channels this spirit into a diverse portfolio of contemporary optical and sunglasses frames, in a wide range of seasonal trend colours and shapes. This high-quality, high-comfort, affordable eyewear is available in selected stores worldwide for elegant and stylish women.

Japanese eyewear leader CHARMANT Group has been pushing the boundaries of eyewear engineering and design since its establishment in the 1950s. Focusing on unparalleled wearing comfort, superior eyewear quality quickly became synonymous with the CHARMANT name. Today, CHARMANT Group frames can be found in top optical and retail stores around the world.

CHARMANT Group President & CEO Masakiyo Honjo expressed his delight with the renewal of the ELLE agreement: "The partnership between CHARMANT Group and ELLE is the purest combination of eyewear expertise and fashion flair. For over quarter of a century, we have worked in harmony to develop the ELLE brand and achieve the success that is ELLE eyewear." He added: "We look forward to the next chapter of this thrilling story."

"We are thrilled to continue this great and challenging story between Charmant and Lagardère Active Enterprises for the success of the ELLE eyewear collections.

For 25 years, we have built with Charmant a loyal partnership, driven by our shared values and our quest for excellence. Our mutual confidence is the path that will continue to take us to a repeating achievement in the long run" says Anne Billaz Le Leap, Directrice Générale & CEO of Lagardère Active Enterprises.

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### **About ELLE:**

With 45 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. The first edition of the ELLE magazine has been launched in France in 1945.

ELLE is also a Parisian sparkling and dynamic brand that doesn't take itself seriously, democratizes fashion and enhances woman's position in the society, as in every aspect of her life. That special relationship with independent, young and open minded women around the globe has been developed into a collection of licensed products. These unique collections and services developed locally thanks to ELLE brand Licensing programs operated by Lagardère Active Enterprises\* offices, are available in a selective distribution network.

\*Lagardère Active Enterprises is the dedicated business unit of the Lagardère Group running the ELLE non-media brand extension worldwide.

ELLE™ is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France.

### **About CHARMANT Group**

For 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 for uncompromising high product quality, 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 fulfil 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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