

## ENJOY URBAN COLOUR WITH AD LIB EYEWEAR

Bring colour to your life with Ad Lib, the urban eyewear collection. Cutting-edge technology and fashion-forward trends combine to create light, contemporary frames that express the non-stop beat and diversity of the city. These glasses, for the young and young at heart, represent the best of Japanese engineering and European design.

Vivid colour and dynamic minimalism are the heart of the latest Ad Lib looks. These slender all-titanium frames are a celebration of intense tonal contrasts, geometric and neo-retro shapes. Long-wearing pleasure is guaranteed by lightweight, thin lines, and flexible temples on selected styles.

Enjoy too the re-release of five best-selling Ad Lib models in trendy key colours. This great new collection is light, streamlined and vibrates with life.

### DESIGN HIGHLIGHTS



**DYNAMIC  
MINIMALISM**



picture source: benlalis.com

**VINTAGE  
INSPIRATION**



**STRONG COLOUR  
APPLICATIONS**

### WEARER'S BENEFITS

- Excellent quality that guarantees long-term wearing pleasure
- Comfortable to wear thanks to high-quality, lightweight titanium and flexible temples
- An extra portion of colour everyday

## WOMEN'S STYLES

### DYNAMICALLY THIN TEMPLES

Embrace freedom in an array of Ad Lib women's frames. Rounded (AB3280), catty (AB3281), butterfly (AB3282) and hexagonal (AB3283) profiles in modern colours feature thin beta-titanium temples that enhance wearer comfort and feel smooth and light.

Beta-titanium hinges on selected models (AB3282, AB3283) offer additional flexibility and ease.

### FETCHING BROWLINES WITH STRIKING COLOUR CONTRASTS

#### MODERN ROUNDISH + CATTY SHAPES



AB3280 NV



AB3281 FU

Ad Lib pulses with energy in this contemporary, roundish frame with its colour dashes on the brow and temple (AB3280).

End pieces and eyebrow are tone-in-tone on this femininely catty eyewear accessory (AB3281).



### INNOVATIVE TEMPLE COLOUR INTERPRETATIONS

#### BUTTERFLY + HEXAGONAL SHAPES



Get up and go with these lively Ad Lib women's frames. Colour contrasts on temple insides and outsides express the "never stops" vibe of the eyewear.

These dynamic effects are striking on this soft butterfly (AB3282) and unique hexagonal (AB3283) profiles.



AB3282 FU



AB3283 PL

## MEN'S STYLES

### URBAN & ATHLETIC LOOKS

Men's new Ad Lib styles are all about the speed and power of the city with streamlined titanium profiles and dynamic colour accents. Muted profiles unleash colourful stripes (AB3321) and futuristic lines (AB3322) on temples or take it up a level with sharp inside/outside contrasts and colour accented end-pieces on athletic looks (AB3324, AB3325).

### HIGH-FLYING ENERGY

#### SPORTY + RECTANGULAR SHAPES



Aeronautics drives Ad Lib design inspiration in these men's frames.

These light, rectangular glasses feature intense colour contrasts on 3-D end pieces and in accents on temple tops and insides (AB3324, AB3325).



AB3324 DG



AB3325 NV



### THE FUTURE IS COLOUR!

#### UPDATED ROUND + SOFT SQUARE SHAPES

This updated rounded frame for men (AB3321) with slightly flattened lower rims and its dynamic temple stripes is a perfect balance of controlled comfort and city passion.

Colour accents appear on fronts and thin temples on this neo retro, soft-square look (AB3322).



AB3321 BK



AB3322 NV



## SPECIAL RE-COLOURED BESTSELLERS EDITION

### PETROL BLUE + LIGHT GREY

By popular demand, five best-selling Ad Lib men's frames have been re-coloured for re-release. A sophisticated combination of petrol blue and pale grey brings new life to these svelte men's looks.



**AB 3162U-BL** High-end sports car wheels are the design inspiration behind this dynamic titanium frame featuring angular see-through holes punched out of brightly coloured duotone temples.



**AB 3170U-BL** Motorcycle designs were part of the inspirations for this fashionable men's model. Just like striking colour accents that are used to give motorbikes a sleek appearance, vibrant colour combinations and a dynamic temple design have been applied on this cool frame.



**AB 3176U-BL** Light grey coloured contour lines on the upper rims of this titanium frame front and finely structured temples add a touch of vibrancy. Even the temple insides reveal the light grey colour accents which emphasize the notion of a fresh, urban appearance.

**AB 3304-BL** This full-rimmed style boasts an edgy, rectangular profile and striking temple lines. The playful energy is boosted by the light titanium composition, flexible beta-titanium hinges and colourful cutting line application.



**AB 3178U-BK** Also re-coloured, but in the case of this model, in a new blue and black combination, this frame plays with eye-catching temple details spiced up with striking colour applications. Thin beta titanium temples and sleek, modern rims round off an appealing appearance.

## IMAGE DOWNLOAD

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AD LIB JUNE 2021 COLLECTION

<https://photos.app.goo.gl/zV7gyvWeyEnzqevd9>

AD LIB RE-COLOURED EDITION

<https://photos.app.goo.gl/Szj7qSGJr9pxKRJ8A>

## PRESS CONTACT

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NAME: LISETTE VELDHUIS

EMAIL: [LISETTE.VELDHUIS@CHARMANT.EU](mailto:LISETTE.VELDHUIS@CHARMANT.EU)

PHONE: +31 – (0)348 416646

## 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 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.