

ELLE PRESS RELEASE

OPTICAL
AUTUMN/WINTER 2021

PRESS RELEASE

Autumn/Winter 2021

Classic, dynamic, beloved, ELLE is the brand with Parisian chic as its cornerstone. With fashion and womanhood firmly entrenched in its DNA, it reaches out across the world, making style accessible and welcoming originality. Thanks to the ELLE eyewear collection, women can quickly embrace this French force in frames that are contemporary and elegant.

For the autumn winter season, new ELLE frames are led by both romantic and geometric influences. Interwoven braids inspire ornamental end pieces and temples on selected styles. Check out attractive and elegant twists. Metal elements with geometric detailing or colour accents will draw all eyes. These exciting accessories will keep fall wardrobes looking fresh in rich pinks and reds, autumn greens and winter pastels.

EL13498 This ELLE frame is light and comfortable and made of TR90. The shallow rectangular profile with slightly catty touch is enticing and modern. In beautiful pastel transparent tones or classic black, a graphic metal detail with hand-painted Neo 2 on endpieces is a distinctive point of difference.



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EL13499 Strike a pose in this modern ELLE frame. The deep catty shape and stunning colours are combined with a stylish metal decoration on temples. Contemporary shades, including black, green and red, are offset by rich Havana temples. On the Havana style, it's the other way around, with classic black temples!



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EL13500 Keep autumn looks simple but chic with this on-trend metal frame from ELLE. The clean rose gold or gold lines are enhanced by hand-painted Neo 2 colour accents on the front, with temples in pink, green, blue or brown. Comfort is a priority in this light look: wearers will welcome a spring hinge for added flexibility.



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EL13504 Try these bold ELLE frames for iconic autumn winter styling. The soft rectangular profile in light TR90 comes in striking blue, rich Havana or pretty pastel gradients.

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Romantic design inspirations are found in the prominent metal endpieces with their elegant twisted effect.



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EL13506 Go for gold with this timeless metal frame from ELLE. The feminine catty shape is available in soft gold and rose gold with hand-painted Neo2 colours – black, brown, red or green - on browlines and temples. This fresh and simple look is enriched by decorative twists on endpieces and temples.



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For high resolution png images, please click on this link:

<https://photos.app.goo.gl/4h23R4JMUiwTRgU99>

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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

Website: www.elleboutique.com

Facebook: @ElleBoutiqueWorld

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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 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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