

PRESS RELEASE

JUNE 2021

Line Art
CHARMANT

LINE ART CHARMANT: SUPERIOR BEAUTY AND COMFORT

When it comes to premium eyewear, the sheer beauty and comfort of Line Art CHARMANT frames can't be matched.

Inspired by the harmony of music, these exceptional glasses are crafted from first-rate titanium materials using Japanese technological and design expertise.

THE NEW COLLECTION

Four profiles, pressure-mounted and nylon, are a new take on exquisite Vivace and Menuet styles.

Eyes are gloriously emphasised in these fresh looks through defined contours and brow lines, enhancing the individuality of the wearer while staying elegant at all times.

Made of Excellence Titan and with super flexible temples, these frames fit superbly but they sit so lightly, wearers will hardly even notice they are there.



Vivace

DESIGN

THE VIVACE DESIGN LINE IS A CONTEMPORARY INTERPRETATION OF ELEGANT UNDERSTATEMENT. TWO FINE LINES OF EXCELLENCE TITAN IN PARALLEL HARMONY CREATE THE MINIMAL AND STREAMLINED LOOK THAT MEETS MODERN TASTES. PRECIOUS MATERIAL METICULOUSLY BONDED TOGETHER FORMS THIS EXQUISITE AND CONTEMPORARY DESIGN.

DEFINED ACETATE CONTOURS

These Vivace looks are graceful and contemporary. The distinctive temples are complemented by frontal definition with the addition of transparent acetate contours that are thin and light. This is perfect eyewear for those wanting a bolder expression but who hesitate to wear thick plastic frames.



XL 2159



XL 2158

XL2158 - This large polygonal profile comes in fresh tonal contrasts.
XL2159 - A boston shaped profile seduces with a glamorous cats eye.

PRETTY FLORAL BROW



XL 2161

Glimmer, gleam and stand out in this delightful Vivace eyewear (XL2161). The clean temple lines are offset by an intricate brow line. This thin beta-titanium insert is decorated with an intricate laser cut flower motif. Enjoy this alluring look in gold plated, or specially coloured blue and brown styles.

Menuet
DESIGN

WITH THE GRACEFUL FLUIDITY OF A DANCING DUO, MENUET INTERWEAVES LITHE TEMPLE STRANDS THAT BY TURNS MOVE APART AND RECONNECT. THIS ELEGANT LADIES STATEMENT IS A TESTAMENT TO BEAUTY, STRENGTH, FLEXIBILITY AND ESSENTIAL LINE ART LIGHTNESS.

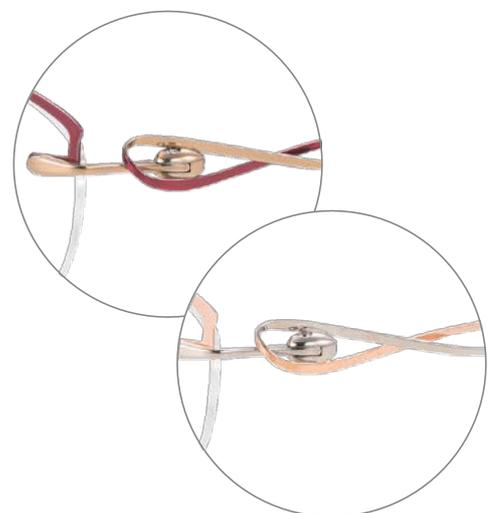


XL 2160

SOPHISTICATED BROW LINE

Look divine in this pressure-mounted style with its elegantly intertwining Menuet temple (XL2160).

A laser cut butterfly brow line fashioned from wafer thin beta-titanium plate makes a charming impression. This light frame is elegantly finished in vivid red and blue with gold, or soft rose gold.



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WEARER BENEFITS

Exquisite design with a never before experienced wearing comfort through:

- unsurpassed lightness
- pre-adjusted comfort end tips
- adaptive nose pads
- highly flexible features
- ergonomic 3D design
- memory function
- no Nickel



IMAGE DOWNLOAD

<https://photos.app.goo.gl/PzhGH3ptu3PBdkHu5>

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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.