

# PRESS RELEASE

JANUARY 2021

*Line Art*  
CHARMANT

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## ***CONTEMPORARY BEAUTY AND SUPERIOR FRAME COMFORT***

### **THE NEW COLLECTION**

Surprisingly weightless and exceedingly comfortable, these new Line Art frames take their lead from the elegance of nature and dance.

Edgy and feline profiles are strikingly contemporary. The signature Line Art CHARMANT look is applied in elaborate and flexible Excellence Titan temples that feature intertwining lines in the Menuet design or floral motifs in the Vivace design.

Moreover, these new styles keep wearers pretty even when wearing a mask!

Line Art CHARMANT is premium eyewear for sophisticated women who want to look beautiful while enjoying unheard of comfort.

The collection's intricate and lovely temples and unique frame lightness are brought about by Japanese innovation, superior titanium materials and ergonomic features such as pre-adjusted comfort end tips and adaptive nose pads.



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## *Vivace* DESIGN with flower motif

Two new Vivace styles stand out thanks to the gorgeous flower motif on temples. Frame makers laser cut the design on an extremely thin sheet of beta-titanium.

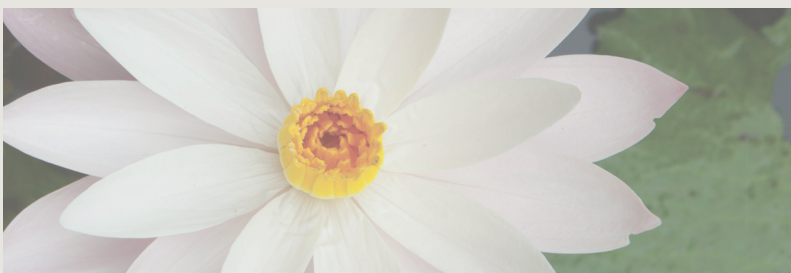
This elegant, jewellery like temple insert is a truly fascinating eye-catcher! Rimless lenses that are gracefully feline or edgily square and freshly feminine colour selections complete this exquisite look.



XL 2151



XL 2152



## *Menuet* DESIGN

Interlacing temple lines are emphasised by rich 3-D colouring in two new Menuet styles.

The simplicity of the pressure mounted square front contrasts with the pressed and bended temples in attractive new shades.

The Neo2 hand-painted brow-line of the new nylor style makes a striking impression.



XL 2154



XL 2155

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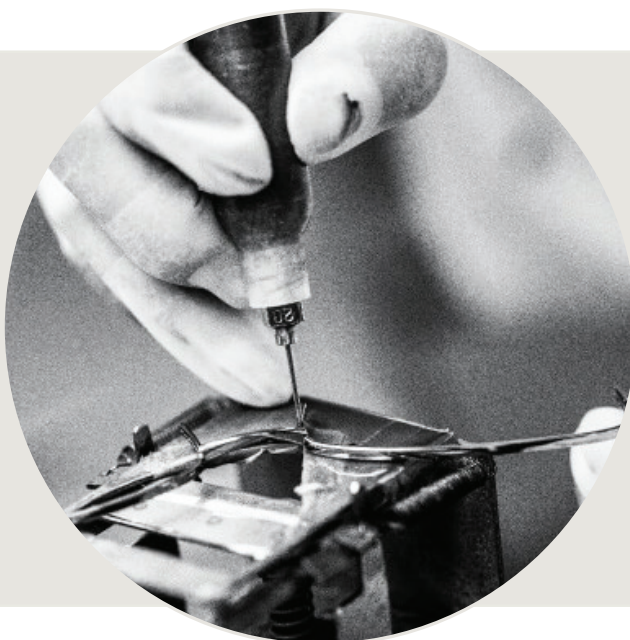
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## WEARER BENEFITS

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



## SPECIALTY: NEO2 COLOURING

The NEO2 colouring technique is done by hand and requires an extremely high level of skill in execution patience and precision.

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## IMAGE DOWNLOAD

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<https://photos.app.goo.gl/ZpnWaxK3w4SQUtR48>

## PRESS CONTACT

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## ABOUT CHARMANT GROUP

For over 60 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.