

FRESH & DYNAMIC

AD LIB PUTS BOUNCE INTO YOUNG EYEWEAR

Ad Lib is CHARMANT's dynamic titanium eyewear collection for anyone who feels young or young at heart. Designs are inspired by the latest directions in fashion, technology and sports. With original shapes and colour combinations, these contemporary looks are always on trend.

New Ad Lib frames are modern retro, stylish, light looks with minimalist design and boasting the usual eye-catching Ad Lib colour factor. Rims come in a variety of shapes, from edgy or oversized square to octagonal, round and catty lines. Temples are thinly formed with dynamic cut-outs or striped effects. Wearer comfort is reinforced by the weightless titanium composition and a uniquely flexible hinge made of beta-titanium in selected models.

COLLECTION HIGHLIGHTS



**UPSIDE DOWN
NYLOR FRAMES**



**BETA TITANIUM
HINGE**



**LIVELY
COLOUR EFFECTS**

WEARER'S BENEFITS

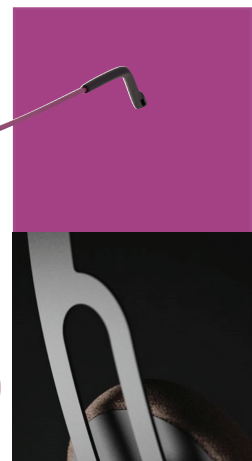
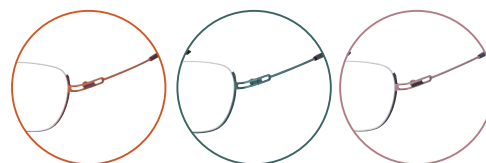
- Excellent quality that guarantees long-term wearing pleasure
- Comfortable to wear thanks to high-quality, lightweight titanium and flexible temples
- An extra portion of colour everyday



NYLOR FRAMES WITH A DIFFERENCE

AB3317 & AB3278

Upside down nylon frames are innovative highpoints of the new collection. In conventional nylon models, there is no rim on the lower part of the glass at the front. In contrast, in selected new Ad Lib styles, the rimless part is at the top. This special design feature gives the overall look a completely new character with fresh definition. Furthermore, this type of half-rim frame is better suited as reading glasses, as there is no disturbing rim line interrupting the field of vision.



BETA-TITANIUM HINGE



AB3317, AB3316 & AB3320

Three new Ad Lib models deliver the much-in-demand beta titanium hinge. This advanced technical feature is unique and delivers an extra layer of wearer comfort.



AB3316

TREND ALERT!
OCTAGONAL SHAPE



AB3320



Vivid colour applications are a popular feature of Ad Lib glasses. In new styles, exciting contrasts and accents are woven into agile frame structures. For men, energy is highlighted in a play off between classic black, brown or green rims and brightly coloured temples and end pieces or futuristic stripe details. Trend tones spice up women's looks with intense shades on cut-out temples and rims.

WOW EFFECT THROUGH COLOUR ACCENTS



IMAGE DOWNLOAD

<https://photos.app.goo.gl/eaibEbbgyrH38V546>

PRESS CONTACT

NAME: Julia Berger

EMAIL: Julia.Berger@charmant.eu

TELEFON: +49 (0) 8131 3828-67

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.