

## Eternal pleasure to wear

### THE NEW CHARMANT TITANIUM PERFECTION COLLECTION

CHARMANT Titanium Perfection is superior eyewear design. These light, classic frames express the beauty of simplicity while delivering outstanding wearer comfort through innovative craftsmanship and high-quality titanium materials.

The latest frames are a flawless encounter of minimalism, emotion and enduring comfort. Contemporary shapes, colours and design accents cast a mix of soft and defined highlights on faces and eyes. We discover timeless elegance in rounded, geometric and oversized profiles. Tastefully vibrant colour selections and accents illuminate the entire eye area, while natural shades harmonise with individual skin tone. These light, flexible frames are made to last and provide enduring comfort, thanks to their mix of pure titanium fronts and  $\beta$ -titanium temples.

#### WOMEN'S STYLES



#### SOPHISTICATED OVERSIZING

Oversized looks are on trend and very alluring.

■ Try this stylish rounded profile (CH29821) with its delicately coloured rims and temple cut-outs.

■ For a more dynamic appearance, a square, oversized frame (CH29824) makes a striking impression and comes with a jewel-inspired temple decoration.



## WOMEN'S STYLES

## BRING OUT THE EYES



Frame rims are revved up in colour, attracting attention to the eyes and eye area.

Red, purple, green and beige rims (CH29821) create subtle accents that draw all looks.



CH 29821 RE

On this striking geometric profile (CH29823), modern tones on octagonal rims and a colourful temple detail bring out the best in eyes and face.



CH 29823 BK

This square expression (CH29824) uses rim colours in purple pink, beige and grey to embellish the frame's elegant simplicity and enhance beautiful eyes.



CH 29824 PK

This sensuous look (CH29820) takes eye definition a step further with distinctive browlines accented in tones of red, black, beige and violet. Slim temple lines and cut-outs complement the statement-making vibe of the rims.

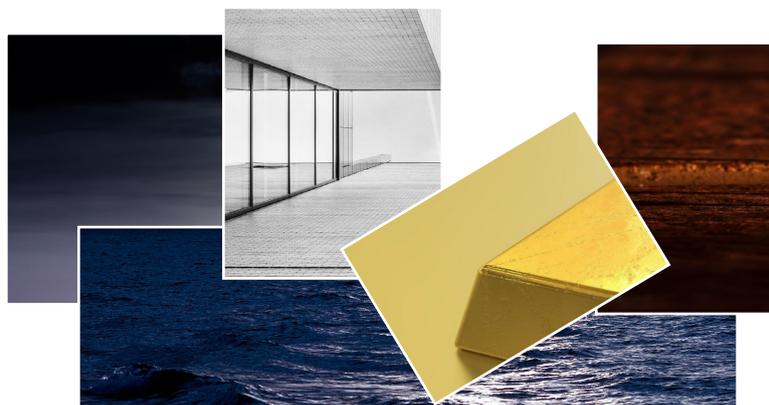


CH 29820 BK

## MEN'S STYLES

CHARMANT Titanium Perfection men's frames are stylishly low-key. That relaxed impression is underscored by slender frame shapes, innovative temple or end-piece cut-outs, and contemporary colours. In full-rim, nylon and oversized expressions, these high-comfort titanium glasses, with  $\beta$ -titanium temples are light and flexible and come in masculine tones of black, grey, navy, brown and gold.

## THE HEIGHT OF COOL



## GREAT GEOMETRICS

These structured men's frames are a pure expression of CHARMANT Titanium Perfection high-tech design precision.



CH 29719 BK

■ This symmetrical, full-rimmed style features a discrete eye-brow density and cut-out temple lines in  $\beta$ -titanium (CH29719).



CH 29720 GD

■ On this edgy pentagonal style (CH29720), the temple cut-outs and full-rim profile look classy in cool colour combinations on the front and temples.

## ULTRA-THIN LIGHTNESS

Timeless elegance and superior weightlessness are enhanced in these men's frames through ultra-thin temples in flexible  $\beta$ -titanium.



CH 29721 BR

■ This striking nylon frame (CH29721) conveys even more light with its unique end-piece slit.



CH 29722 LG

■ On this fashionably oversized look (CH28722), ultra-thin lines and end-piece slits are complemented by the large lens shape, which allows a wider view for progressive lens wearers.

## WEARER'S BENEFITS

- All new styles are made of premium quality, light titanium.
- For added comfort, beta titanium temples provide extra flexibility.
- Superior quality ensures that these frames are sustainable, so wearers enjoy them for longer.

# PRESS RELEASE

JUNE 2021

**CHARMANT**  
TITANIUM PERFECTION

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<https://photos.app.goo.gl/9vFMnUQs69i6DgYg9>

## PRESS CONTACT

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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.