

ELLE PRESS RELEASE

OPTICAL
SPRING/SUMMER 2021



PRESS RELEASE

Spring/Summer 2021

Smart, charming and always looking good, the ELLE woman typifies the urbane individuality of Paris. She loves the crowded city at night and quiet mornings in the parks. One thing stays the same no matter what her surroundings; her look is always effortless and one-of-a-kind.

The January 2021 optical collection mixes modern and vintage impulses from Parisian architecture with elegance and femininity. Designers have fun with volumes like thin frame lines, denser end pieces and accented browlines. Intertwining forms inspire ornate frame elements. Tinted end tips and colour accents in fresh spring neutrals and earthy shades, or all-over colours are the finishing touches on these new chic optical designs.

EL13495 Kick off the new year with this stylish eyewear from ELLE. Inspired by the elegance and finesse of the French metropole, this subtly catty metallic frame in soft spring neutrals features a confidently accented hand-painted browline in beige, brown, dark grey or red.



EL13496 Upscale your style with this fashionable model! The slender catty profile emits Parisian flair in filigree metal and hand-painted adornments in blue, light brown, green or pink. Lightweight and lovely, this modern look is perfect everyday elegance.



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EL13501 ELLE channels the sophistication of modern Parisian architecture into this graceful new frame. The soft rectangular shape is feminine and contemporary, while a volume play exaggerates the browline in brown, green, dark grey or wine shades. A spring hinge enhances wearing comfort.



EL13503 These bold ELLE glasses are a sure attention grabber. Stylish women will love the subtle braided elements on both front and temples. A fine elegant metal detail on the front completes the look. Fashioned from lightweight TR90 in striking blue, pink and purple as well as classic black.



EL13505 The metal profile of this slender model features a seductive cat's eye tilt. The braided design of the end-pieces and temples bring richly wrought metallic jewellery to mind. Soft neutral tones are combined with hand-painted rich colour accents in blue, brown, green and pink.



For high resolution images, please click on this link:

<https://photos.app.goo.gl/Ye42n4PJRHE5VEKE9>

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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

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About Charmant Group:

For over sixty 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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