

# ESPRIT

## ESPRIT KIDS EYEWEAR PRESS RELEASE JUNE 2021



Jump, skip and feel free with Esprit kids' eyewear. Always chic, colorful and comfortable, Esprit spells high-quality fashion frames that kids love and parents trust when it comes to protecting their children's eyes. Two unisex styles enhance this young collection. On-trend and attractive, there'll be no argument when it comes to wearing these bright new looks.

First off, they're cute and contemporary, so they're totally fun to wear. Featuring joyful color contrasts, this rectangular style comes in black, brown and blue and has sporty temple stripes that match the end tip tones (ET33445). This softer, rounded frame perfectly captures the positive mood in fresh purple, red and grey with dynamically colored temple stripes and end tips (ET33446).

As with all Esprit children's frames, these upbeat looks are specially designed to meet the demands of lively, action-packed days. In this eyewear, Ultem material is used, which is light, provides excellent frame flexibility and durability - essential factors when it comes to kids' frolics. Last but not least, as well as feeling light, these cool Esprit frames are truly comfortable and sit snugly on girls' and boys' noses. That's the perfect recipe for all-day play.

ET33445  
Colors  
538 Black  
535 Brown  
543 Blue



ET33446  
Colors  
505 Gray  
531 Red  
577 Purple





For high resolution images, please use this link:

[Esprit kids optical June high res png](#)

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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 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 fulfil 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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