

### LINE ART CHARMANT: EXCLUSIVE EYEWEAR FOR DEVOTEES OF BEAUTY AND COMFORT

Line Art CHARMANT are high-end eyeglasses that are defined by their unique grace, intricate temple design and incredible light-as-air wearing comfort. Inspired by the harmony and spirit of music, each striking frame is crafted from superior Excellence Titan and is a work of art that fits as beautifully as it looks.



#### New Models:

Bring joy to your life and your style in delightful new Line Art Menuet models. Contemporary nylor and pressure-mounted frames, featuring interweaving temple strands, are given glamorous flair with colourful glitter nuances on temples and rims. Rich, high-quality Japanese colouring intensifies the Line Art sense of premium luxury. Beauty is complemented by functional excellence with adaptive nose pads and smooth end tips enhancing wearer comfort.



# PRESS RELEASE

JULY 2022



#### XL2164 - Menuet (nylor)

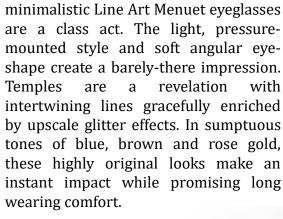


**XL2165 - Menuet (pressure-mounted)** 

Make this stunning Line Art Menuet frame your latest statement accessory. Striking a delicate balance between fashion and elegance, the modern nylor style comes in rose, light brown and white gold titanium. The soft crown panto shape is accentuated by a half rim and delightful temple lines that glitter richly and brighten the face.



## **XL2166 - Menuet (pressure-mounted)**



business or pleasure,

these



Sparkle and shine in these exclusive Line Art Menuet eyeglasses. Designed for confident women with a passion for beauty and elegance, weightless comfort is complemented by a rimless, pressure mounted composition that inspires space and light. Eye-catching touches of glitter and high-quality gold-plated, pale violet and wine colouring deepen the exclusive, luxury appeal.

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#### **Line Art Wearer Benefits**

Line Art CHARMANT are premium eyeglasses that were created to look beautiful and feel incomparably light. Alongside their exclusive and sophisticated design, Line Art frames have premier comfort benefits that wearers of high-quality eyeglasses expect and deserve.

- High flexibility
- Memory function
- No nickel
- · Weightless fit
- Ergonomic design for unsurpassed comfort
- 3D design accomplishing snug fit
- Adaptive nose pads
- Pre-adjusted comfort end tips

#### IMAGE DOWNLOAD

https://photos.app.goo.gl/N4SrzXcirypkJz6h7

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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 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.