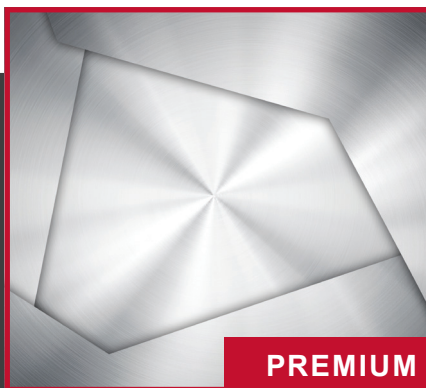


## HIGH-TECH, PREMIUM TITANIUM EYEWEAR FOR COMFORT AND STYLE

When it comes to eyewear frames, superior comfort, top quality and stylish design are the must-haves for refined, modern men with a penchant for technology. The CHARMANT Z collection ticks all of these boxes. These Japanese engineered and made premium frames are carved out of high-quality, bio-compatible titanium and come with ergonomic features that offer wearers unheard of lightness and comfort.



**ELEGANT  
SILVER DETAILS**



**PREMIUM  
TITANIUM**



**MATT/SHINY  
CONTRASTS**

Discover sophisticated creative inspirations in slender, streamlined temples, smart end pieces that promise more flexibility and less pressure, and design elements that are both high-tech and high-end. Accented browlines, luxurious precious metal colouring and decorative enhancements set these attractive men's frames apart from the crowd.



**SLENDER, STREAMLINED  
TEMPLES**



**MODERN  
HALF-RIM**

### WEARER'S BENEFITS

- Premium materials
- High-end quality
- Ergonomic features
- Soothing lightness
- Outstanding comfort

# PRESS RELEASE

JANUARY 2021

CHARMANT  
**Z**

## CLEAN-CUT & COOL



**ZT 27020**

CHARMANT Z keeps its quality, comfort and style promise in this modern, half-rim milling profile for men who insist on excellence. Superior titanium materials are applied for a light, comfortable fit. Z-Titanium boosts temple flexibility. Clean-cut and cool, this model's silver points on front and end-pieces pitch a 3-D effect that ups sartorial appeal.

## INSTANT SOPHISTICATION

In svelte tones of white gold, soft grey and classic black, the half-rim, titanium frame boasts an on-trend square front and luxury silver inlays. As a CHARMANT Z model, this look upholds the brand tradition of ultimate lightness and comfort through advanced design and titanium excellence. bio-compatible titanium and come with ergonomic features that offer wearers unheard of lightness and comfort.



**ZT 27021**

## SHARP & EDGY



**ZT 27027**

Try on this superior men's frame and instantly understand the CHARMANT Z difference. The sharp, edgy front shape is accented by a defined titanium brow line. Slim end-pieces, made of beta titanium, are engineered to reduce lateral pressure on the head. Luxury gold and masculine matt colouring completes this cool eyewear look.

## DISCREET ELEGANCE

Japanese eyewear expertise and first-class titanium underscore the sophisticated look and high performance of a CHARMANT Z men's frame. This latest model feels light and comfortable thanks to its Z-Titanium make-up, flexible temples and ergonomic nose pads. Elegant style is a must for the CHARMANT Z man and this urban profile doesn't disappoint with its attractive half-rim front and luxury silver or gold temple inlays.



**ZT 27032**

# PRESS RELEASE

JANUARY 2021



## IMAGE DOWNLOAD

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<https://photos.app.goo.gl/UyeckewbBQCUpZAt9>

<https://photos.app.goo.gl/egptnVyFsmdD4xCa6>

## PRESS CONTACT

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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 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.