

FOR IMMEDIATE RELEASE

CHARMANT

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CHARMANT INTRODUCES NEW EDDIE BAUER TITANIUM STYLES

Morris Plains, NJ - In March 2019, CHARMANT is debuting new men's titanium styles for the Eddie Bauer eyewear collection. As the leading expert in titanium eyewear, CHARMANT understands the features and benefits of titanium which perfectly align with the Eddie Bauer wearers' needs. Each Eddie Bauer frame manufactured by CHARMANT combines top quality material with an efficient design to take you from the office to the outdoors.

Titanium won't rust, tarnish or corrode, making it an excellent choice for the Eddie Bauer wearer and all of life's adventures. Titanium is durable, strong, and it's the one of the most lightweight materials used in eyewear, so it's comfortable for all day wear.

Men's Frames

EB32028- This frame is a full rim rectangular shape with beta titanium temples for extreme flexibility. This frame features a sporty look with upper end piece positioning and a straight bridge. A larger eye size 55 is also available for the man who needs a roomier fit. Available in blue, brown, and gray.



EB32029- This sleek semi-rimless frame features spring-hinged temples and two sizing options including eye size 55 with an elongated temple. Two-tone coloration on the slightly wider temples bring a unique refinement to this frame. Available in black, brown, and gray.



EB32030- This sporty rectangular style features a full rim wire and emphasized brow bar. Spring hinged temples provide extra give to this frame that is available in eye size 56 while the matte finished end tips round out this timelessly put together frame. Available in black, brown, and khaki.



Women's Frames

EB32220- This vibrant women's frame features a durable TR90 front and metal temples. The soft cat-eye shape includes spring hinged temples and a unique gradient-tortoise color story. Available in green, purple, and rose.



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About Eddie Bauer LLC

Eddie Bauer is an outdoor brand offering performance outerwear, apparel, footwear, accessories, and gear. For nearly 100 years, Eddie Bauer has been inspiring and enabling people to live their adventure. Eddie Bauer products carry a lifetime guarantee and are available online at www.eddiebauer.com, and at more than 400 stores in the United States, Canada, Germany, Japan, and other international markets.

About CHARMANT Group

Based in Sabae City, Japan, Charmant Group has over 50 years of experience in eyewear frame production and today is one of the world's leading integrated frame manufacturers, covering design, production, marketing, and distribution. With extensive expertise in selling licensed brand names such as Isaac Mizrahi, Eddie Bauer, ELLE, and Esprit, the group has an international operating presence and distribution coverage in almost 100 countries.