



**awear Press Release: June 2018**

CHARMANT is excited to announce the release of two sustainably-chic awear styles for men and women. This fresh assortment of awear ophthalmic frames showcases cutting-edge technology, trendy shapes, and attention-grabbing bursts of color that will have you ready for summer.

**Women's:**

**CC3731**

Picture perfect. This adorable oversized frame features round lenses for a school-girl chic look that is cute and comfortable at the same time. Though the frame is large and robust, the bio-based plastic feels lighter than air for all day wearing ease. Bold color choices and contrasting temples also make for a great conversation piece! Available in black, purple, rose, and teal.



**Men's**

**CC3734**

Thinking out of the box. This rectangular full-rim frame is boxy and masculine while being trendy at the same time. Subtle design details like a keyhole nose bridge and color-blocked temples add style and luxury to the frame while the bio-based composition is good for the earth. Available in black, blue, and gray.



### **ABOUT AWEAR:**

awear envisions making the world a better place with both style and substance. Developed in Japan, awear features the latest technology to create the ultimate in unique and ergonomic designs. Merging sustainable manufacturing with fashion-forward style and comfort, six key eco-conscious elements are integrated into every featherweight pair of awear: all frames and sun lenses utilize sustainable materials, CO2 emission reduction, water conservation during production, decreased energy consumption, biodegradable demo lenses, and flexible temple design providing an ergonomic, comfortable fit. awear is available at independent eyewear retail shops and regional chains.

### **ABOUT CHARMANT:**

Since it's founding in 1956 as a manufacturer of optical spare parts in Japan, CHARMANT Group has endeavored to create top-quality, state-of-the-art eyewear, thereby maximizing the satisfaction and well being of its customers. CHARMANT continuously pursues the highest degree of quality and comfort for its customers. As a result of continuous developments and the optimization of its own technology, CHARMANT Group is an established worldwide leading eyewear manufacturer. Exclusive high-tech procedures and special production techniques have made the CHARMANT Group a globally renowned name for titanium frames.

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