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**September 2025**

## **NEW AD LIB FRAMES. MAKE A STATEMENT. SEE DIFFERENTLY.**

In a world full of possibilities, what holds us back – from seeing things differently, following our own rules or shaping our own reality? Ad Lib eyewear lets you define your own vision of freedom. Designed for the unconventional, its bold colour choices and distinctive aesthetic enhance individual style. True to the Ad Lib spirit, each frame is named after a painter, architect or other creative visionary – someone who changed perspectives and transformed the way we see the world.

Minimalist, cool and sophisticated, new frames reflect the signature Ad Lib look while exploring a fresh direction. These contemporary eyeglasses for men and women play with matte-shiny contrasts, layered materials and brushed finishes. The colour story is both bold and refined: on-trend gradients, fresh multi-colour combinations and standout shades like teal and neo fluo showcase Ad Lib's vibrant vibe.

### **MEN**

#### **AB3370 HARRY**

Harry Houdini – the world's most famous illusionist – amazed audiences across the globe and changed perspectives forever. This sporty pilot made of bio-acetate and titanium is inspired by his flair. The front has a striking double bridge and dual colouring, while temples reveal a colourful core and brushed finish. Available in two-tone combinations in blue, navy blue and fresh teal models.



#### **AB3371 MARCEL**

Marcel Breuer shifted perspectives on architecture and design, and inspires this minimalist men's frame. The rectangular style brings Breuer's clean aesthetic to mind in a titanium front with bio-acetate sand-blasted temples. Dual colouring sets it apart. Key black, blue and teal tones are offset by contrasts on the front and temple core.

# PRESS RELEASE.



AB3372 NICOLAS

Nicolas de Staël paintings are hailed for their fresh perspective on vivid colour use and abstraction. Bold tones are channelled into this Nicolas frame. Geometric and made of acetate and titanium, a double-layered front spotlights the distinctive dual colour effect. Gradients, bright fluo, matte-shiny contrasts – design details that further enrich this sophisticated style.



AB3373 ALFRED

Alfred Hitchcock changed our perspectives of filmmaking through unforgettable thrillers and innovative camera work. This Alfred pantos frame features a custom-made acetate front with matte-shiny contrasts and 3D temple details. Gradients, fluo tones and subtle contrasts add depth to this contemporary men's eyewear.



## WOMEN

AB3610 ZAHA

Zaha Hadid changed our perspective of modern architecture through her signature curved forms that are found on major landmarks around the world. This titanium Zaha frame delights with its catty rectangular form. A detailed three colour concept on the rims pays homage to Zaha's artistry. For designer appeal, check out the two-tone spray effect and chic matt-shiny finish.

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AB3613 VIVIENNE

Vivienne Westwood, one of the most influential fashion designers of the last century, made punk and new wave mainstream. The square Vivienne frame is understated at a glance, but boldly oversized. A distinctive three-tone colour concept and two-tone sprays give this elegant look an extra portion of flair.



AB3614 NIKI

Niki de Saint Phalle was a French sculptor who changed perspectives with her imaginative forms and vivid colour interplay. Her works inspire this oversized geometric women's frame. Made of light titanium, this dainty Ad Lib profile comes in fresh tones and reveals a playful colour detail on the sides.



## Ad Lib collection highlights

- Shifting perspectives – an edgy brand essence and look
- Innovative frame materials and material mixes
- Trend-setting tones and unique colour palettes
- Modern designs with a fresh, youthful style
- Trailblazing inspirations like Stanley Kubrick or Shirley Scott
- Precision-crafted with Japanese technology

High-resolution images of the entire Ad Lib optical collection for September 2025 can be found at the following link: <https://photos.app.goo.gl/nSmoQQXgcxsWCHbYA>

# PRESS RELEASE.



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## About the CHARMANT Group

For over 65 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 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.