

## AD LIB EYEGLASSES: SPORT-FASHION FUSION EYEWEAR FOR THE YOUNG AT HEART

Ad Lib is contemporary, minimalist eyewear with sophisticated colour nuances for the young and young at heart. Inspired by sport, European fashion and urban cultural influences, these French-designed eyeglasses promise optimal light wearing comfort and individual style.



**NEW MODELS**

New frames feature edgy design-led shapes and exciting trend colours

Twelve new frames enhance the Ad Lib collection. The focus this season is on versatile structures, colour contrasts, new shades and cool frame forms. Men's looks are a stylish urban-sport fusion with dynamic or thin temples and exciting colour contrasts. Women will love a palette of feminine and edgier forms, colour accents and new tones including on-trend sage green and beautiful blue grey.



## WOMEN'S STYLES

### URBAN EYE DESIGNS WITH STRIKING COLOUR EDGING



AB3292 - BR



AB3293 - RG



AB3294 - GP



AB3295 - BK



AB3296 - FU

For women seeking contemporary, sophisticated and relaxed eyewear, these new Ad Lib frames tick all boxes. These slender frames are intensely modern and individual with shapes and colours to appeal to multiple tastes.

Fans of geometric design will love to add an edgy square (AB3292) or soft hexagonal (AB3293) frame to a casual street or formal business outfit. Attractive metallic colours, matt and shiny contrasts and a fresh sage green enrich the modern elegance of these frames.

These feminine rounded (AB3294), soft rectangular (AB3295) or crown pantos (AB3296) looks create a vivid accent on the face. On the rectangular and pantos styles, rims are enhanced by a back soldering structure. On-trend colour edges on the front and temples and new grey blue make these eyeglasses the perfect accessories for creating, travel or fun.



## MEN'S STYLES

### COLOURFUL FRAME EDGES AND THIN TEMPLES



AB3338 - BK



AB3339 - GR

Get the best of European design and Japanese technology in these minimalist Ad Lib men's glasses. Thin temples, bi-colour contrasts and distinctive colour edging set these pared-back sporty rectangular (AB3338) and pantos (AB3339) frames apart from the crowd. A new Kelly-green shade and dual-coloured models are highlights of these new styles.

### DYNAMIC MASCULINE EYEWEAR WITH ATHLETIC COLOUR CONTRASTS



AB3340 - SI



AB3341 - NV

Add drive and energy to your look in these modern Ad Lib men's eyeglasses. The expressive frames come in a contemporary octagonal (AB3340) or retro rectangular (AB3341) form. Light colour contrasts and a titanium insert accentuate the front and temple, creating a dynamic look and vibe.





## EDGY EYEGLASSES WITH VIVID COLOUR CONTRASTS AND 3-D EFFECTS



AB3342 - NV



AB3343 - BK



AB3344 - LG

Forward-looking and vibrant, these Ad Lib men's glasses catch all eyes with their vivid colour contrasts and sculpted titanium temples. Shapes have broad appeal. There's a sporty, edgy rectangular model (AB3342), softer rectangle (AB3343) and edgy square form (AB3344) – modern frame designs to suit modern masculine tastes.

## WEARER'S BENEFITS

- Modern, pared-back eyewear looks with exciting colour and volume details
- High-quality frame composition and design ensures long wearing pleasure
- Very comfortable eyeglasses thanks to light, premium titanium and flexible temples
- An extra portion of colour to brighten your day, every day

# PRESS RELEASE

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## IMAGE DOWNLOAD

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<https://photos.app.goo.gl/7mjPuX6iSPgqfABt7>

## PRESS CONTACT

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## ABOUT 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 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.