

PRESS RELEASE

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CHARMANT
Z

CHARMANT Z: EYEWEAR FOR PERFECTIONISTS

CHARMANT Z is the future of eyewear. It fuses made-in-Japan technology, innovative materials and a tradition of eyewear craftsmanship to create contemporary men's frames that fit beautifully, are exceptionally comfortable and superbly stylish.



THE NEW COLLECTION

Elegant new CHARMANT Z frames tick all boxes when it comes to sheer attractiveness and functionality. They are designed for extreme wearer comfort through innovative temples and a mix of light, high-quality titanium materials including pure titanium, Z titanium and beta titanium.

CONSUMER BENEFITS

All CHARMANT Z frames offer the superior benefits that are the DNA of this prestigious men's eyewear brand.

- Comfortable and precise fit
- Lightweight
- Outstanding flexibility
- Ergonomic nose pads
- Hypo-allergenic
- Extremely durable
- Contemporary design
- Highest made-in-Japan quality



TEMPLE ENGINEERING FOR MASCULINE COMFORT AND STYLE

ZT 27034

This brand new modern CHARMANT Z half-rim style (ZT27034) is a testament to style and technology. It's engineered for comfort with titanium nose pads and temples made of 3D duralumin parts and a Z titanium core. That's the recipe for optimal lightness and ultimate flexibility.



VISIBLE HIGH-TECH THANKS TO THE TITANIUM PIPE TEMPLE CONSTRUCTION

ZT 27038

This youthful rimless look (ZT27038) makes a contemplative, masculine impression. Temples are striking and futuristic, and made to deliver smooth flexible action: raw titanium pipes are connected by a Z titanium core. Injection parts in the joints aid the impressive temple elasticity. Wearers will appreciate the gentle comfort of the titanium nose pads and the smooth touch of the titanium temple tips.



IMAGE DOWNLOAD

<https://spaces.hightail.com/receive/hkU6o8Z4t2>

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ABOUT CHARMANT GROUP

For 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.