

**CHARMANT TITANIUM PERFECTION
PRESS RELEASE – SEPTEMBER 2025**

NEW CHARMANT TITANIUM PERFECTION FRAMES: MINIMALIST COOL. MASTERFUL CRAFTSMANSHIP.

CHARMANT Titanium Perfection eyewear is where Japanese craftsmanship meets quiet luxury. Created for men and women who understand that great style is about the details, these high-end frames deliver premium wearing comfort and flawless quality in sophisticated titanium profiles. Minimalist with clever design touches, each look is effortlessly wearable and beautifully flexible.

Latest models tell a story of signature design elements and new colours, all while preserving the brand's quintessential elegance. Women's styles embrace femininity through new shapes and sophisticated finishes – sculpted temples or warm autumn shades of berry and golden brown. Men's designs evoke calm confidence through slender profiles, attractive detailing and new shades metal and cyan.

Consumer Benefits of CHARMANT Titanium Glasses

- Long-wearing comfort thanks to light, premium titanium and superior design
- Timelessly elegant looks for men and women
- Quality that's built to last: glasses that promise long-lasting wearing pleasure

Men

CH29757 / CH29758

Rich in tradition – eyewear that captivates

Groomed, polished, effortless. Style is your language and every word is precise and well chosen. When it comes to eyewear, you never settle for less than the best: CHARMANT Titanium Perfection is your first choice. Two new frames embody that commitment to elegance. The easy rectangular (CH29757) or vintage octagonal (CH29760) forms are instantly striking. While modern design inspires their understated appeal, expert temple details evoke the passion for craftsmanship that sets this eyewear apart. New metal and cyan hues enrich the masculine vibe for a stylish elegance that stands out.



CH29759 / CH29760

The art of quiet sophistication

Young and fun, yet you carry a secret – a watch or eyewear that is quietly exceptional. It's a lesson passed down through generations: great quality bestows great confidence no matter what circles you move in. With new Charmant Titanium Perfection frames, it's the same story. These geometric pantos (CH29759) and modern deep rectangular models (CH29760) are simple at a glance, exceptional in detail, rich in quality: a bevelled bridges, sculpted beta titanium temples, polished tips. Colour selections are muted with a fine masculine edge: gunmetal, navy, black, brown or precious gold. This is quiet confidence that speaks to you in every line and finish.

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CH29759



CH29760

Women

CH29856 / CH29857 / CH29858 / CH29859

The secret of elegance – revealed

When it comes to elegance, the secret is in the final details: a vintage watch, a silk scarf, delicate earrings. A new frame by CHARMANT Titanium Perfection is the perfect finishing touch. These four new looks are a minimalist dream, with contemporary shapes that reflect a unique personality – from octagonal to softly oversized, rounded square to butterfly. Beta titanium temples with sculpted lines and elevated surfaces bring the artistry of fine jewellery to mind. Expert colour applications and warm autumn-inspired hues intensify these graceful silhouettes. Choose your favourite – shiny light gold or a berry-flavoured delight.



CH29856



CH29857



CH29858



CH29859

Link: <https://photos.app.goo.gl/bgrAS4w2bJi7gWBy5>

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 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 awareness 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 spectacle frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

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