

PRESS RELEASE

JANUARY 2022



CHARMANT Z GLASSES: COMFORT BY DESIGN

When it comes to sheer comfort and contemporary style, CHARMANT Z men's glasses are the top choice. Designed and made in Japan in the traditional home of eyewear craftsmanship, each light, flexible frame is a testament to modern eyewear technology, titanium innovation and sophisticated minimalist fashion.



THE NEW COLLECTION

The futuristic CHARMANT Z spirit is asserted in new frames inspired by industrial design aesthetics. Pared-back glasses with smooth Z titanium surfaces are revealed in masculine, metallic tones. Exposed 3-D temple constructions and titanium temple lines underscore the cool, urban vibe while adding flexibility and wearer comfort.

CONSUMER BENEFITS

All CHARMANT Z frames come with the superior benefits that are integral to this premium 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



MASCULINE HALF-RIM GLASSES ENHANCE COMFORT THROUGH LUXURIOUS TEMPLE ELEMENTS

ZT 27049

Light and sophisticated, this classy half-rim frame impresses with its subtle square shape and masculine colouring. CHARMANT Z applies superior optical engineering to high-quality titanium materials, ensuring optimal fit and comfort. Functional details such as titanium temples with 3-D β titanium spring parts deliver greater frame flexibility while boosting style.



MINIMALIST MEN'S GLASSES PRESENT FLOATING TEMPLES AND SUPERIOR TITANIUM COMPOSITION

ZT 27052



Modern industrial aesthetics influence the look of this new CHARMANT Z frame. Full-rimmed, minimalist and masculine, these light glasses in black, brown, grey and gold-plated tones boast striking temples: Z titanium lines and floating titanium parts look unique and enhance frame flexibility.



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YOUTHFUL, INDUSTRIAL-INSPIRED MEN'S GLASSES DELIVER SUPERIOR WEARING COMFORT

ZT 27053

Streamlined surfaces, geometric nuances and modern matt colours define these stylish men's glasses by CHARMANT Z. The youthful half-rim style provides unparalleled wearing comfort thanks to its Z titanium make-up and supple temples. Silver tips and diagonal embellishment add a flourish to this understated look.



LIGHT, FLEXIBLE MEN'S GLASSES CAPTIVATE WITH STYLISH, POSTMODERN TEMPLE ELEMENTS

ZT 27056

Pop on this new CHARMANT Z men's frame for instant comfort and elegance. The slightly oversized, full-rim glasses are made of very light Z titanium that is coloured in calm, masculine tones of black, grey and dark grey. Flexible temples reveal an eye-catching 3-D element that makes a modern style statement and sets this look apart.



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IMAGE DOWNLOAD

<https://photos.app.goo.gl/LVV8YdFCV7L5sDRDA>

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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.