



## CHARMANT Z GLASSES : FOR MEN WHO DEMAND THE BEST

When it comes to great quality, utter comfort and up-to-the-minute style, CHARMANT Z is the premium eyeglasses choice for men who insist on the best. Intelligently designed and made in Japan, high-tech innovation merges with superior titanium materials, including Z Titanium, to ensure optimum fit and exceptional light wearing comfort. A CHARMANT Z frame spells elegant, masculine understatement that lends a signature accent to every look.



### THE NEW COLLECTION

Eight new models complement the CHARMANT Z collection. These sophisticated eyeglasses feature smooth surfaces, luxury colours, unique textures and fresh design elements as well as exciting comfort features that point to the brand's pioneering spirit. A highlight of these latest frames is the adoption of innovative resin-coated screws that are less likely to loosen.

### 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
- Anti-loosening resin coated screw **NEW**
- Hypo-allergenic
- Extremely durable
- Contemporary design
- Highest made-in-Japan quality



Anti-loosening resin coated screw with adhesive "microcapsules"

*Tightening the screw causes the "microcapsule" to burst and the epoxy-based adhesive to ooze and cause a chemical reaction.*

# PRESS RELEASE

JAN 2023

CHARMANT  
**Z**



ZT27073 / ZT27074



Proclaim your modern spirit in these sleek men's eyeglasses from CHARMANT Z. The half-rim milling style features smooth surfaces in grey, black and gold and nods to luxury with silver spring parts on the temples and end pieces. Comfort and head support are optimised by a unique spring part temple composition.



The key to great style is great accessories. These full-rimmed, softly square CHARMANT Z glasses add instant refinement while ensuring ultimate optical wearing comfort. The textured temple conceals an intricate spring part structure that brings functional beauty and supportive wearing comfort together. Silver points on end pieces and temple tips evoke a hint of luxury.

ZT27071 / ZT27072



This handsome, half-rim CHARMANT Z frame is a testament to modern design style and inventive eyewear engineering. The temples boast a skewered construction of titanium and resin parts with a Z Titanium core for optimal fit. This square expression stands out in luxurious hues and reveals an engraved Z logo on the inside temples.



Looking attractive and stylish is easy in these full rimmed CHARMANT Z eyeglasses. The full-rim frame has a cool rectangular shape that creates a distinctive accent on the face. Temples are flexible thanks to a Z Titanium core and express a vintage vibe that sets them apart from the crowd. Cool colour selections and the engraved Z logo complete this smart look..



# PRESS RELEASE

JAN 2023

CHARMANT 



ZT27075



For men who appreciate minimalist fashion with understated notes of luxury, these modern CHARMANT Z frames are this season's favourite eyewear. The square, advanced half-rim style features simple and slim Z Titanium temples, designed to fit snugly and comfortable. Subtle opulence is found in the exclusive slitted end pieces and three-sided Z engraved silver points behind the temples.

ZT27078



Elevate your business and personal style with these full-rimmed eyeglasses from premium Japanese brand CHARMANT Z. Boasting unparalleled lightness, superior fit and outstanding comfort, this minimalist look reveals its urban athlete character in a streamlined slitted design on the temples. Stylish masculine colours as well as luxury silver end pieces and temple tips are first-class finishing touches.



## IMAGE DOWNLOAD

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<https://photos.app.goo.gl/XziaL8BxUafgXtB46>

## PRESS CONTACT

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NAME: Lisette Veldhuis

EMAIL: [lisette.veldhuis@charmant.eu](mailto:lisette.veldhuis@charmant.eu)

PHONE: +31 48-416646

## 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.