

ELLE PRESS RELEASE

OPTICAL

AUTUMN/ WINTER 2023

PARISIAN STYLE MEETS ART DECO CHIC IN NEW ELLE EYEGLASSES

Feel confident and stylish in a beautiful pair of ELLE glasses. This sophisticated eyewear line channels the spirit and style attitude of the beloved fashion bible and its city home of Paris. ELLE empowers women and encourages them to be independent and to express their individuality. And when it comes to fashion, ELLE's recipe is to mix it up: a contemporary flash with a classic vibe here, some vintage elements and a designer accent or two there. Put it all together and top it off with your own authentic vibe.

Autumn winter styling just got a whole lot easier. The latest ELLE eyewear collection has a frame to match every occasion. This is a striking parade of high-quality, very comfortable acetate, TR90, metal and mixed material looks. Shades of rich brown meet vibrant red rose tones and cool purple blues. Art deco inspired forms make each lovely model a true original.

EL13544 This feminine ELLE frame is a modern classic. The soft rectangular acetate model comes in on-trend patterned shades of purple, blue and rose as well as rich tortoise. A spring hinge assures comfort while a geometric art deco ornament adds a unique twist.



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EL13545 Add instant chic with this on-trend ELLE eyewear. The TR90 frame has a rounded front in classic tortoise as well as gradient green, black and red. A stepped art deco decoration in metal hugs the frame front and sides, adding an exclusive note to this easy eyewear style.



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EL13546 Pop on this acetate ELLE frame for a fast style upgrade. The square front is expressed in patterned rose or grey as well as gradient brown. Uniquely, the nose has a deep dip and there's a geometric metal decoration on the front. A spring hinge enhances flexibility in this attractive and very comfortable frame.



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EL14547 Keep it light and elegant in this metallic ELLE frame. The rounded rims have a classic red, black or brown accent that contrasts beautifully with the gold frame tone. The flattened rim tops and stepped metal temples are exclusive flourishes that set this eyewear style apart from the crowd.

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EL13548 This edgy ELLE frame has unisex appeal and boasts several design highlights. The bold square front is made of TR90. The metal temples, in contrast, are thin and feature an art deco inspired stepped metal decoration. This must-have eyewear is available in new autumn tones of rose, purple and tortoise.



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Enjoy high-res png files here:

[Optical June 2023 PR Release Images](#)

About ELLE:

With 45 editions in the world and 20 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming a synonym of "everything" to do with woman, thanks to the four-lettered logo meaning "she" in French. Since 1945, and since forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE (optimism and positiveness), FREE SPIRIT and GENEROSITY. ELLE

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focuses on creating products that are accessible to all, while allowing each individual to stand out in a crowd. The ELLE style is a mix of effortless elegance and playful refinement, with bold combinations that make a difference. Twisting a silhouette to give it that "French touch", that little extra that makes it so Parisian.

The ELLE brand is owned by Hachette Filipacchi Presse (a Lagardère News company) based in France. Lagardère Active Enterprises is in charge of the ELLE brand non-media extension worldwide inside the Lagardère Group. Discover more about the ELLE world on www.elleboutique.com

Website: www.elleboutique.com

Facebook: @ElleBoutiqueWorld

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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.

For further information please contact:

CHARMANT Europe, Lisette Veldhuis, +31 348-416646, lisette.veldhuis@charmant.eu, www.charmant.com