

ELLE PRESS RELEASE

OPTICAL

SPRING/ SUMMER 2023



PRESS RELEASE

Spring/ Summer 2023

GET INSTANT PARISIAN CHIC IN NEW ELLE EYEGLASSES

Inspired by the effortless chic of the Parisian woman and her life in the fascinating French capital, ELLE is a celebration of contemporary femininity. As a style lover, the ELLE woman plays with classic, trend and vintage elements while staying true to who she is with personal fashion flourishes. But this beloved label goes beyond fashion to connect with women. ELLE has empowered women around the world for decades and is their constant ally as they stand up for their rights and pursue their passions.

New ELLE eyeglasses are a fashion-forward fusion of urban Parisian elegance and exciting design influences. Horizontal and vertical French pleats and geometric forms are reflected in striking temple details. Symmetrical shapes appear in enticing rounded retro looks, striking square and cat's eye frame fronts as well as customised design elements.

Key colours of this new collection are aquatic blue and green, rich forest green and brown, and gorgeous cherry red and rosé tones. These attractive eyeglasses are made to look great and feel great too. High-quality acetate, metal and mixed materials provide a distinctive look and texture while ensuring light wearing comfort.

EL13533 These iconic light acetate ELLE eyeglasses are both bold and very feminine. The soft cat's eye front is revealed in exquisite colour patterns in brown, green, grey and red models. A unique highlight of this frame is found on the temples: a curvy, pleated metal decoration with contrasting colour highlights.



EL13535 Turn all heads in these elegant ELLE fashion eyeglasses. The soft square front is made of light TR90 and coloured in vivid tones. Light metal temples feature a decorative triangular detail that runs into the frame front. This rich look comes in green with gold temples, pink with silver temples or, for extra exclusivity, the brown model has gold temples with hand-painted brown accents.

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EL13536 Look great whatever the occasion in these stunning new ELLE eyeglasses. Made of a high-quality material mix of TR90 and metal, these glasses grab all eyes with their striking square rims and elegant metal temples. Colours will delight: soft grey with gold temples, pretty rose with silver temples and warm Havana with luxe gold temples.



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EL13537 Trend and vintage lovers will adore these elegant new ELLE eyeglasses. The rounded retro frame is crafted from high-quality metal. Slender temples feature a sculpted, curved metal detail. Available in blue, brown and white, subtle colour accents on the rim fronts and temples set these fashion glasses apart from the crowd.



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EL13538 Looking for a timeless, statement-making eyewear piece? These metallic ELLE eyeglasses bring elegant simplicity and trend together in a very contemporary soft square frame. Horizontal pleats mark out the temples. Colour accents on rims and temples and new tones of green, red and rose enhance this graceful look.



EL13540 Get the x factor in these bold ELLE eyeglasses. This light acetate, small-fit frame features a round front and comes in tantalising Havana tones of blue, grey and multi-coloured tortoise as well as pitch black. This premium look is enriched by a pleated metallic detail on temples.



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About ELLE:

With 45 editions in the world and 21 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming synonym of "everything" to do with woman, thanks to the four letters logo meaning "she" in French. Since 1945, and forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE (optimism and positiveness), FREEDOM and GENEROSITY. ELLE focuses on creating products that are accessible to all while allowing each individual to stand out in a crowd. The

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ELLE style is a mix of effortless elegance and playful refinement with bold combinations, which will make the 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. L.A.E. 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

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About Charmant Group:

For over sixty 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 for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfill the wishes and demands of its customers, Charmant can always be depended on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality 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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