

ELLE PRESS RELEASE

OPTICAL

SPRING/ SUMMER 2024



MY STYLE
My way

ELLE

EYEWEAR COLLECTION

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PRESS RELEASE

Spring/ Summer 2024

YOUR SIGNATURE SUMMER LOOK: PARISIAN-INSPIRED EYEWEAR BY ELLE

It's excitement all around as ELLE releases an alluring new eyewear collection. Established in the 1940s, this fashion oracle has been a steadfast source of inspiration for iconic Parisian style and female empowerment. Now, in the 21st century, with millions of fans around the world, ELLE continues to lead the way as a dynamic fashion influencer and an active champion of women's independence, passions and perspectives.

Transform your look this summer. It's so simple with a pair of the latest ELLE eyeglasses. These frames radiate elusive Parisian flair. And they're perfect for fashion enthusiasts who cherish individuality: the metal, acetate and TR90 profiles stand out thanks to soft art-deco-inspired accents, patterned finishes and ornamental details. New-season colours include mellow peach or beige, radiant reds, jade greens and cool blues. Get ready for instant chic.

EL13551 Try this bold acetate eyewear for a perfect fusion of timeless elegance and on-trend style. The rectangular shape boasts a slightly catty touch, while colour selections are a fresh take on the classics, blue, red and brown, for effortless accessorising. The twist? A striking geometric metal accent that picks up the frame colour.



EL13552 Elevate your summer style in seconds with this classic ELLE frame. Black, green, light brown and red accentuate the soft rectangular profile. Crafted for comfort thanks to light TR90 material, ornate temple details and Havana patterns on selected models make this a one-of-a-kind fashion piece.



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EL13554 Express Parisian girl mystique in these alluring softly square ELLE glasses. The slender metal profile takes centre stage thanks to its oversized shape and art-deco-inspired temple detail. Available in black, gold and rose, this is the epitome of French nonchalance.



EL13555 This metal ELLE frame impresses with its casual vibe and minimalist elegance. Look closer for sophisticated and unique details: geometric rounded rims, a knotted temple ornament and on-trend colour accents. This cool eyewear adds effortless Parisian flair in shades of blue, red and rose.



EL13556 Ready for a swift wardrobe upgrade? These slim metal glasses blend classic elegance with contemporary design. The relaxed geometric profile stands out thanks to

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colour accents on the rim tops and a vibrant temple decoration. Make a lasting and signature impression with this elegant look in beige, black or green.



BE



BK



GN

EL13558 Start a style conversation in these beautiful ELLE eyeglasses. Designed for petite faces, this easy-to-wear, contemporary frame reveals a graceful metallic temple decoration. Soft TR90 material ensures light wear and enduring comfort. Opt for vivid purple, jade green, mellow beige-brown or cool grey for a memorable impact.



BR



GN



GR



PU

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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 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

Facebook: @ElleBoutiqueWorld

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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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