

# ELLE PRESS RELEASE

OPTICAL

SPRING/ SUMMER 2022



# PRESS RELEASE

## Spring/ Summer 2022

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### ELLE GLASSES FOR CONFIDENT PARISIENNE STYLE

Nail authentic Parisian style with ELLE. With this beloved fashion brand, chic elegance is conveyed in dynamic looks that mix French-inspired nuances with discreet trend elements and one-of-a-kind accents that express you — like a vintage scarf or a great pair of ELLE glasses. Authenticity and freedom in fashion and in life: this ELLE spirit emboldens women to set no limits and enjoy strong, independent lives, and style that reflects their personalities.

The new ELLE Eyewear collection plays with romance. Softly braided and folded details are woven into temples, rims and endpieces on fashionable metal, plastic and mixed material frames. Whether you favour oversized, square, rounded or catty looks, shapes are always feminine. Colours celebrate a fresh new year with a bouquet of spring pastel, mysterious blues and smoky greys and whites.

**EL13508** These catty-shaped ELLE glasses are charming and sassy. The light metal profile is available in shiny, matt or rose gold, with hand painted Neo2 colour accents in brown, pink or white on rims. Temples are decorative with a braided rope effect that sets this chic look apart.



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**EL13509** You're always elegant in these contemporary ELLE glasses. The oversized metallic profile comes in shiny, matt or rose gold with brown, dark grey, purple or white rims. Temples reveal a pretty braided detail that adds a note of style individuality.



**EL13513** Pretty pastel, crystal or gradient tones put these oversized ELLE glasses centre stage. This modern mixed metal and plastic frame is enhanced by a softly braided rope detail on the rims that evokes a romantic past. Be instantly chic in pastel blue or brown, rose or crystal.



**EL13514** Get noticed in these rounded ELLE glasses with a delicate rope detail that forms part of the rims. Stylish colour selections make this frame a firm favourite for new year accessorising thanks to feminine gradients of grey-purple or navy-, brown- or rose-crystal.

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**EL13518** Petite faces look great in these ELLE glasses. This style boasts a soft square silhouette in classic black or elegantly patterned blue, brown and red. The metallic rope detail on the temples adds a note of luxury to this light acetate frame. This is beautiful eyewear for day or evening wear.



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For high resolution images, please click on this link:

[ELLE Optical January 2022 Press Release Images](#)

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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](http://www.elleboutique.com)

Website: [www.elleboutique.com](http://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 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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