

ELLE PRESS RELEASE

SUNWEAR 2022



PRESS RELEASE

Sunwear 2022

ELLE SUNGLASSES: EMBRACE THE CHIC FREEDOM OF PARIS

ELLE bursts with the style and spirit of Paris. And for decades, this beloved brand has made contemporary fashion accessible to women across the globe, inspiring them to embrace it in their own individual way. The confidence and freedom to lead a strong independent life has been ELLE's positive message of female emancipation and equality since it was founded in the 1940s, a message that goes beyond fashion and continues to resonate with women today.

Several inspirations drive the look of the latest ELLE sunglasses. Firstly, the elegance of braids: romantic twists and turns are reflected in temples and fronts. Secondly, gracefully repeating folds of parallel French plissé or pleats are beautifully reproduced in metal details on frame fronts. The new ELLE styles are infused with modern tones, from flavoursome hazelnut, raspberry and blackberry blue to icy pastels.

EL14914 These chic ELLE sunglasses are the go-to style for understated jet set glamour. Made of light acetate, the comfortable rounded profile features a French pleat-inspired detail on the front. This style stands out in classic black or gradient rose, brown and blue.



EL14916 Get your friends talking with these oversized sunglasses by ELLE. Made of high-quality, light acetate, this square look boasts decorative 3D temple twists. Match these shades with dressy or casual looks in timeless black or two-toned: blue, brown or pink with ivory temples.

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EL14922 This feminine ELLE frame in light, comfortable acetate is prettily enhanced by an ornate metal plissé detail on the front and the slightest gap between frame and lens. This is an easy, confident style that comes in strong red, milky beige and classic black.



BE



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EL14926 Complete your summer style with Parisian flair in these elegant ELLE sunglasses. Made of light acetate, the comfortable, softly rectangular profile, in classic black and patterned pastel brown or rose, has an eye-catching metal plissé ornament on frame fronts.



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EL14927 Feel light and feminine in these ELLE butterfly-shaped sunglasses. The simple metallic profile is available in rose gold with strong red, as well as contemporary colour combinations: gold with dark brown or rose gold with grey. Elegant simplicity is offset by hand painted touches of colour and an eye-catching twisted metal detail on frame front and temples.



BR



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ADMIRABLE FRAME-MAKING TRADITION: THE NEW MADE IN FRANCE SUNGLASSES

This new ELLE collection also pays tribute to the strength and vitality of women with the introduction of premium **Made in France** styles. These models, named after famous French heroines, are designed and crafted in the home of traditional French optical expertise, the town of Oyonnax.

In the optical industry, Oyonnax is a true hallmark, synonymous with a rich optical tradition and great expertise. This cradle of French eyewear possesses exceptional artisanal know-how that has endured over centuries. Today, Oyonnax manufacturers put this expertise at the service of ELLE through high-quality frames, featuring beautiful finishings, pretty details, meticulous crafting and flawless polishing.

SARAH – EL31561 – MADE IN FRANCE

The bold, oversized profile of this striking model is realised in gorgeous Havana shades of blue, rose with colour tinted lenses and classic brown with mirrored lenses. The legendary Parisian actress Sarah Bernhardt is the inspiration for this lavish fashion accessory. She dazzled the international stage during the Belle Époque period, and was toasted the world over for her talent, confidence, and vibrancy.



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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

Instagram: @ElleBoutique

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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