

# ELLE PRESS RELEASE

## OPTICAL AUTUMN/WINTER 2025

FROM PARIS TO THE WORLD: 80 YEARS OF ELLE



# PRESS RELEASE

## ELLE Optical Collection A/W 2025

---

Happy birthday, ELLE! One of the world's most dynamic magazines turns 80 this year, celebrating eight decades of fashion, individuality and fearless femininity.

Born in Paris with the bold vision that fashion could be both accessible and go hand-in-hand with liberty, intellect and self-expression, today ELLE is a cultural force. ELLE speaks to the whole woman: curious, confident, stylish and socially aware. For 80 years, this spirited fashion bible has blended elegance with edge, helping to define not just how women dress, but encouraging them to live, create and be themselves.

Cool, confident and a little unexpected: this season, ELLE is all about youthful energy and personal style in the new optical styles. Think modern profiles, rich materials, marbled colour blends and sophisticated design details that make every frame look chic, unique and high end. New tones – berry red, amber and caramel or aqua green and blue – bring mood, texture and just enough drama.

### EL13590

Ready to slip into something stylish? Try this oversized square frame by ELLE. Bold yet feminine, it's made of high-quality acetate. Colour takes the spotlight in a playful mix: key tones of green, black and brown dance with rich patterns along the rims sides and temples. And for the final flourish? A premium metal foil logo that catches the light, elevating this frame with a high-end touch.



BK



BR



GN

### EL13592

This vibrant ELLE eyewear is a perfect contrast with muted Autumn tones. Made of high-quality acetate, it features a softly squared shape with centred temples that give it fashion-forward appeal. Rich base colours – black, beige and red – are elevated by a striking marbled finish. A fine metal line alongside the ELLE logo is a nuance of quiet luxury.



BE



BL



RE

# PRESS RELEASE

## ELLE Optical Collection A/W 2025

---

### EL13594

For style with chic individuality, these ELLE glasses delivers. The design pairs a softly rounded acetate form with edgy rim tops, creating a fresh, modern silhouette. Patterns and gradients add depth without overpowering. The colour palette is beautifully in sync with new autumn fashions – berry red, deep blue and warm brown. This is your go-to accessory for everyday fall elegance.



### EL13595

Looking for eyewear that makes a statement? Like a favourite piece of jewellery? Check out this elegant ELLE metal style. The classic rounded profile comes in a soft gradient from berry red to rose gold tone, a feminine rose pink and a gold with tortoise rim. Slender metal arms feature a hammered texture, adding subtle artisanal charm, and colour-matched temple tips for a harmonious finish.



Enjoy high-res files here:

[ELLE Optical AW25](#)

---

#### About ELLE:

With 50 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 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.

# PRESS RELEASE

## ELLE Optical Collection A/W 2025

---

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

Instagram: @ElleBoutique

---

### 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.