

ELLE PRESS RELEASE

OPTICAL

SPRING/SUMMER 2026

SINCE
1945
& FOREVER

ELLE

EYEWEAR COLLECTION | elleboutique.com | [#parisiananywhere](https://twitter.com/parisiananywhere)

PRESS RELEASE

ELLE Optical SPRING/SUMMER 2026

SEE THE WORLD YOUR WAY: NEW ELLE EYEWEAR FOR BOLD ORIGINALS

ELLE brings the pulse of Paris to everyday fashion, with pieces that are chic, feminine and brimming with personality. With ELLE, style is a playground for originality, a way to live with confidence and joy. But it goes deeper – this iconic name has been a symbol for emancipation and self-expression for decades. A voice that encourages women to pursue independence and follow their own rules – in life and in fashion.

Make a stylish entrance into the new year in a modern and feminine ELLE frame. Geometric, square and rounded shapes are crafted from lightweight acetate or sleek metal. True to ELLE, the secret is in the details: wave-formed temples, grooved decorations and tasteful laminations give each frame an exclusive character. Warm brown and aubergine, black and grey, patterns, accents or shiny golds – colour expressions will delight. Striking yet personal, this is eyewear that lets your style shine with flair and elegance.

EL13604

Because some looks just own the room – this ELLE frame lifts everyday style with notes of Parisian chic. Very fashionable, the acetate profile has a bold geometric front with a subtle step-down detail. A wave effect, metal décor and the ELLE logo in metal-foil set the temples apart. Available in brown, grey and olive, this is a little piece of Paris you can wear anywhere.



EL13605

Simple yet striking, this ELLE frame marries modern eyewear design with French panache. Lightweight acetate with a geometric front, a unique lamination creates an elegant colour contrast on the endpieces. Finished with the ELLE logo in premium metal-foil and available in patterned olive, rose or in classic black, this is an easy-to-wear frame that elevates every look.



PRESS RELEASE

ELLE Optical SPRING/SUMMER 2026

EL13606

This round ELLE frame with its cat-eye edge is pure Parisian attitude. Made of light acetate, it features colourful patterns, Havanas and gradients in aqua blue, rich rose and warm brown – injecting a dynamic vibe. A graceful temple decoration and premium metal-foil logo are charming effects that enhance the allure of this elegant eyewear.



EL13609

Leave a lasting impression in this oversized soft-square frame by ELLE. A subtle cat-eye slant and grooved metal decoration – feminine touches that speak volumes without saying a word. Crafted from high-quality acetate, this modern look is available in black, wine and brown, with playful Havana patterns and gradients that turn heads and spark curiosity.



EL13610

Think a metal frame has to be basic? Think again. ELLE's minimalist metal silhouette gets a fashionable twist with a modern geometric style and hand-painted accents on the rims and lower temples. Ridged temples taper into slender lines. In shiny gold with black or green accents, or matte gold with brown, pair this eyewear with patterned prints, a bold blazer or skinny scarf – for a fresh impact.



(Enjoy high-res png files here: <https://photos.app.goo.gl/rVXF9vp26Z2GHFXm6>)

PRESS RELEASE

ELLE Optical SPRING/SUMMER 2026

About ELLE:

Created in 1992, Lagardère is an international group with operations in more than 45 countries worldwide. It employs over 32,500 people and generated revenue of €9,2 billion in 2024.

The Group focuses on two main divisions: Lagardère Publishing (Book, Partworks, Board Games and Premium Stationery) and Lagardère Travel Retail (Travel Essentials, Duty Free & Fashion, Dining).

The Group's business scope also comprises Lagardère News (Le Journal du Dimanche, Le JDNNews, Le JDMag and the ELLE brand license) and Lagardère Radio (Europe 1, Europe 2, RFM and advertising sales brokerage).

Lagardère shares are listed on Euronext Paris.

The Lagardère group is the owner of the ELLE & ELLE DECORATION brands. Lagardère Active Enterprises is the dedicated business unit of the Lagardère group in charge of the non-media brands' extension programs inside the ELLE International division.

ELLE is much more than the international leading female media brand; it is a global fashion and lifestyle brand, with more than 80 editions worldwide with ELLE (50 editions) and ELLE DECORATION (25 editions) and spin-off titles published under license. ELLE worldwide print readership is around 32 million readers per month, with over 60 digital platforms (websites and social media pages), attracting 90 million unique visitors per month and a social audience of over 122 million people. With the non-media licensing activity (fashion, beauty, home decoration, hospitality sector, etc.), and with 250 B2B partners in 80 countries, and experience hubs, such as hotels, cafes, spas and hair salons, ELLE as a powerhouse brand reaches more than 250 million people per month.

For more information, visit www.lagardere.com and www.elleinternational.com

Facebook: @ElleBoutiqueWorld

Instagram: @ElleBoutique

About CHARMANT Group:

For 70 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.