

ELLE PRESS RELEASE

SUNWEAR 2024



PRESS RELEASE

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FRENCH GLAMOUR REDEFINED IN NEW ELLE SUNGLASSES

ELEVATE EVERY LOOK WITH CHIC COLOURS AND ORNATE DETAILS

Paris calling! You don't have to travel far to express Parisian elegance. Hailing from the French metropole, the iconic fashion bible ELLE is the epitome of its cool Parisian heritage. And with a pair of stylish ELLE sunglasses, anyone can transform their look for unique and contemporary Parisian flair. Beyond fashion, ELLE champions women, encouraging them to be independent and embrace their individual talents and looks.

When it comes to creating new ELLE sunglasses, the designers always strike a balance between current catwalk trends and one-of-a-kind elements. New frame shapes in bold acetate or elegant metal are contemporary and striking. Colourful cloisonné mosaic and art deco inspirations are realised in ornate details. All-new colours include watery pastels, stylish blues and latte browns. Classic fans will also find black and luxe metal styles to suit their tastes.

EL14949 Look sun-kissed and sophisticated in these stunning ELLE shades. A unique art-deco inspired gold metal detail stands out on the frame front and temples. This rounded acetate profile comes in classic black, patterned rose and rich Havana.



EL14950 Chic and unique, these bold ELLE sunglasses add a luxe note to summer looks. Made of high-quality acetate, this rectangular expression is available in classic black, blue with an aqua-inspired pattern and brown. The broad temples are embellished by a rippled metal detail.



EL14952 Geometric lines and colourful mosaics set these ELLE sunglasses apart from the crowd. On green and brown models, the acetate profile features dark and light tones on the front. A dainty colour-coordinated mosaic detail enhances the temples. This flattering look also comes in classic black.

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EL14953 Unveil your inner fashionista in these beautiful ELLE shades. The acetate frame has a square front. A mosaic fans out on the temple and is colour coordinated with the frame shade. This look comes in green, red and beige with two-toned rims as well as sheer black.



EL14955 Evoke haute couture at every turn in these elegant ELLE sunglasses. The thin metal profile – in luxe gold or silver – features expressive geometric rims and an embossed ELLE logo. Colour accents look unique on temples and the front edges. Choose from a gold frame with green accents, gold with brown or silver with wine.



EL14957 Looking for a light pair of on-trend metallic sunglasses? Then check out these slender ELLE shades in gold. This chic design marries modern geometric lines with retro art-deco colour accents on the front. Enjoy this sophisticated eyewear in gold with purple, beige or classic black effects.



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ELLE MADE IN FRANCE SUNGLASSES

Made in France is an exclusive range within the ELLE collection. No detail is left to chance in the creation of these superior acetate frames. They are produced in Oyonnax, the traditional home of French eyewear, and three polishing barrels are used to achieve an exceptionally high-quality finish. Each Made in France style is named after an inspiring woman, echoing ELLE's decade-long female empowerment.

JANE – EL31568 – MADE IN FRANCE

Emulate French movie star allure in a pair of high-fashion, oversized sunglasses inspired by Jane Birkin. This English rose captivated Paris with her beauty and understated glamour. Her fame was sealed through her artistic and life collaboration with Serge Gainsbourg. Available in beige, purple and classic black, match this soft square eyewear look with an all-white or all-pastel suit.



COLETTE – EL31569 – MADE IN FRANCE

For instant Parisian mystique, slip on these bold, acetate sunglasses inspired by the great French writer and feminist icon Sidonie-Gabrielle Colette. This confident look features geometric rims and oversized temples. As well as all-over classic black, this frame is also available in beige with dark brown temples and a gradient front, and cool patterned blue.



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JACQUELINE – EL31570 – MADE IN FRANCE

Fly high in this glamorous sun look. This soft rectangular, acetate profile is instantly stylish, especially in fresh tones of light blue, rose and classic black. The spirit of Jacqueline Dubut, the first-ever French female airline pilot, infuses these sophisticated sunglasses. An aviation and engineering trailblazer, Jacqueline has been inspiring women since she took to the skies in the 1960s.



CHARLOTTE – EL31573 – MADE IN FRANCE

Wow! These gorgeous sunglasses have so many highlights. There's the rounded geometric front, the gold ELLE-branded metal detail on the temples, and the dappled patterns that make a rich, high-quality impression. This light, acetate standout is inspired by the French-British movie star Charlotte Gainsborough. It's yours to savour in blue with brown patterns, red with dark red patterns and soft transparent rose with caramel patterns.



Enjoy high-res jpg files here:

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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.

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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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