

ELLE PRESS RELEASE

SUN 2026

SUNGLASSES WITH PARISIAN ATTITUDE AND ELEGANCE

ELLE is a Parisian state of mind. Born 80 years ago as the iconic magazine, this global style label has never lost its spark – or its roots – as a voice for women who live boldly and dress with flair. Grounded in effortless French chic, ELLE brings a fresh edge to fashion and accessories through playful details, sharp design and a charming touch of irreverence.

Statement sunglasses for a new generation of style-lovers looking for elegance with edge. ELLE captures that spirit in 6 standout frames. Each model feels cool and ahead of the curve, in beautifully finished acetate, sleek metal or a material mix. Designers play with volume and colour. Think wavy lines, rich patterns and upscale accents: metal foil logo detailing or hammered temples. Aubergine, teal and cherry red inspire the palette – young, sophisticated tones that dial up summer looks.

EL14976

Make these ELLE sunglasses your day-to-evening summer essential. The softly squared acetate silhouette shows off sophisticated patterns on black, teal blue and beige models. Temples show exclusive touches: a premium ELLE logo in metal foil and a light metal accent. Chic and effortlessly polished.



EL14977

This bold ELLE beauty does the talking for you. The rounded acetate sunglasses with oversized temples are a confident fashion statement. A lamination technique creates luxe patterns on red, black and beige models. On the sides, a fine metal detail and foil-stamped metal logo are designer-level finishes.



PRESS RELEASE

ELLE Sunglasses Collection 2026

EL14987

For Parisian polish with a playful twist, slip on these ELLE sunglasses and go. At a glance, the softly square profile in black, red or teal is understated. A closer look reveals exclusive details: double acetate layers with matt and patterned colour contrasts, a step-down effect that unveils the colour interplay, and premium temple accents.



BK



RE



TL

EL14988

Your style tells your story: feminine, effortless and unmistakably you. These fashionable acetate sunglasses by ELLE bring it to life with clean, rectangular lines and statement temples. Selected models stand out in rich patterns. A hammered metal accent with a discreet logo is quietly bold and beautifully unique. Choose your mood: luxe tortoise, dappled rose or midnight black.



BK



RO



TT

EL14982

There's something so cool about these metal-rimmed sunglasses by ELLE. The square frame comes to life in delicious gradients – matt rose to gold, or teal to shiny pink. On the black model, a hand-painted rim stands out on gleaming gold. Temples feature a hammered texture: a rich detail. Perfect styling with jeans, a linen shirt and confidence.



BK



GN



RO

EL14983

These geometric ELLE sunglasses glow in a perfect balance of rich acetate and fine metal. Select styles layer two or three colours. The temples curve in a wave-like shiny metallic form that catches the light with every turn. Wear in aubergine wine, black or tortoise with statement earrings and an off-the-shoulder dress.

PRESS RELEASE

ELLE Sunglasses Collection 2026



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[ELLE Sunwear 2026 images](#)

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.

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

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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 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.