

***LINE ART CHARMANT:
GLASSES FOR BEAUTY THAT IS SEEN AND FELT***

Line Art is the premium eyewear collection for confident, elegant women whose glasses express their individuality and exquisite taste in fashion and accessories. Inspired by the harmony and spirit of music, striking beauty, unparalleled lightness and comfort make Line Art frames utterly unique.

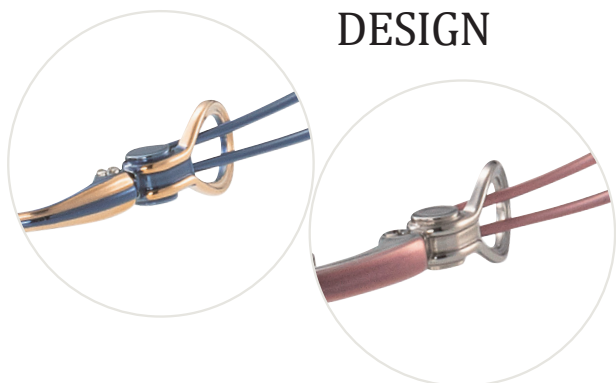


Aria

DESIGN

**ARIA, THE NEW LINE ART DESIGN
LINE DEBUT**

Exquisite temples are a Line Art hallmark. In four new styles, this design feature reaches new levels. Firstly, in two dainty, pressure-mounted Vivace frames with crystal rhinestone temples. Then, the brand-new Line Art Aria style, which makes its début. Staying with Line Art's musical heritage, Aria temples are composed of softly curving lines and a ring, expressing the beauty and symmetry of melody.



CHIC JEWELLERY VIBE



XL 2156 WI

These pretty Line Art Aria glasses make a clean first impression, but ornate temples create a dramatic contrast. The slender, slightly curving Excellence Titan lines pass through a petite ring conveying a chic jewellery vibe. Vivid shades of gold, wine and navy are revealed on the bridge and in two-toned temples. These superior glasses offer all-day comfort and stylish accessorising.

For professional or private engagements, this delightful, full-rimmed Aria frame elevates every look. Colour accents emphasise the butterfly rim shape, tips and jewellery-like temple composition. The cube is discreetly fixed into the lower rim wire. Vivid colours in two-tones emphasise definition and underline the rich Line Art quality.



XL 2157 BK

TASTEFUL GLAMOUR



XL 2162 SI

This lively Vivace model mixes cool understatement with tasteful glamour. The rimless lens lifts the face thanks to its charming, catty profile. Temples are eye-catching and exquisite: a pair of slim Excellence Titan lines encloses a row of crystal-clear rhinestones. Intense colours and colour contrasts embellish and enrich this elegant profile.

You are always well dressed with a Line Art frame. These Vivace glasses are no exception to the rule. Line Art lightness is conveyed in the weightless feel, fine, angular rims and dainty, Excellence Titan temple lines. Round decorative elements, in two different tones, align the middle of the temple, adding individuality and sophistication. Frame and stone colours are beautifully coordinated.



XL 2163 BR

PRESS RELEASE

JANUARY 2022

Line Art
CHARMANT

WEARER BENEFITS

Exquisite design with a never before experienced wearing comfort through:

- unsurpassed lightness
- pre-adjusted comfort end tips
- adaptive nosepads
- highly flexible features
- ergonomic 3D design
- memory function
- no Nickel



IMAGE DOWNLOAD

<https://photos.app.goo.gl/N9YkysH7y686qKgr8>

PRESS CONTACT

NAME: Lisette Veldhuis

EMAIL: lisette.veldhuis@charmant.eu

PHONE: +31 (0)348 416646

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.