

For many months, CHARMANT Group has been working on the development of a new brand, where everything revolves around its Japanese roots. CHARMANT Group is very proud to finally introduce this new brand universe at Silmo 2021:

MINAMOTO  
THE ORIGINAL. FOR ORIGINALS.



## The origin.

Minamoto means „origin“ in Japanese and that's where the brand goes back to. To its roots. To the origin. To the essence.

The company's head office and factory are located in Sabae, a city in the Japanese prefecture Fukui. This city is the birthplace of the Japanese eyewear industry and this region is also known for its rich history of highly skilled crafts, such as lacquerware and the manufacture of washi paper and forged knives.

Japanese craftsmanship, tradition and history played a major role in the creation of Minamoto. The private collection of historical spectacles of our founder were used as an influence, as was the passion of the employees for Japanese spectacle history. Spectacles like spectacles should be. Without too much fuss.

Therefore a big inspiration for Minamoto is the Japanese Zen philosophy, which stands for minimalism and focus on the essentials. The Minamoto brand frees itself from the superfluous, to return to the essence of eyewear: authenticity, comfort, high quality, finesse, unsurpassed attention to detail and beauty are the true values.

Minamoto wants to convey the typical Japanese idea of ai-chaku (愛着): the love and affection for things that you use for a long time and carry with you all your life. Products that retain their value and even become more beautiful with time.



## Original Quality.

Minamoto attaches great importance to authenticity and quality in the choice of materials. Therefore, Minamoto frames are made from 99.4% pure Japanese titanium, the highest quality on the market as well as beta titanium for the perfect flexibility and comfort.

Moreover, this material is closely linked to the history of the company, as they were one of the first companies in the world to use titanium for the production of eyewear in the 1980s. Even the nose pads are made of pure titanium which makes this eyewear truly longlasting product!

## Original Design.

Each pair of glasses is a symbol of Japanese craftsmanship, and a true masterpiece. The design is minimalistic and timeless, with a raw titanium finish. The logo is a Japanese kanji, handmade by a master calligrapher working for the Group and means „origin“. The logo appears on the titanium end tips and as well as other parts. Discreet decorations are meticulously engraved and reflect the precision and quality that Japan is known for. The frames are for everyone, regardless of age and gender, who want authenticity and quality.



## Original Case.

Every Minamoto frame comes with a case made of handcrafted washi paper. The employees found a small family business in the Fukui Prefecture where the washi paper has been made by hand for the last 1,500 years. The special pattern on the 100% organic Washi paper is known as 'Sumi-Nagashi' and is created with Japanese ink using a calligraphy brush. This pattern is individually fashioned by a master craftsman and, just as each pair of Minamoto glasses is an original, so is each uniquely constructed handmade Washi paper case. Not a single case is the same!



## An original campaign.

Because Minamoto is an authentic brand, the launch should reflect this too. Whilst it is the norm for suppliers to work with visuals of eyewear, Minamoto takes a disruptive approach. In the campaign imagery, the brand hints at the glasses with a minimalistic concept thus creating mystery and curiosity. By bringing a glimpse of the Japanese origins to life in the imagery, Minamoto creates a link to their own origins.

The Samurai is a symbol of concentrated precision in the products. The lady represents the timeless beauty of the frames, and their unique elegance and style. The images immediately show what Minamoto is: the original.

Are you curious about the collection? Just be patient, we will show you soon

Link to **video**: [https://youtu.be/\\_g3irL\\_Efzo](https://youtu.be/_g3irL_Efzo)



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