

# ELLE PRESS RELEASE

## SUNWEAR 2023



**A PARISIAN**  
state of mind

ELLE

**EYEWEAR COLLECTION**  
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### ELLE SUNGLASSES: FOR INSTANT PARISIAN CHIC

For statement-making Parisian chic, ELLE is the brand of choice. This style leader embraces a unique fashion look that is highly desirable and accessible. It's a way of dressing that empowers women by championing their individuality and independence. It effortlessly fuses personal taste with classic and contemporary elements, one-of-a-kind pieces and sprinkles of luxury for seriously Parisian attitude.

Get the Parisian look in no time with a classy pair of ELLE sunglasses. These light, high-quality fashion shades promise long-wearing comfort and will add modern elegance to every outfit. Inspired by the structured lines of French pleats, this attractive new collection of metal and metal-acetate frames reveals intricate vertical, horizontal and curved pleat details on temples and fronts. Vibrant red, pastels as well as sunny golds and beige infuse the fashion-forward verve of these must-have sunglasses.

**EL14931** These charming acetate-metal sunglasses deliver a colour blast on summer days and evenings. The catty front shape and tips come in feminine red, blue or classic black. Silver, gold or rose gold metal temples reveal chic vertical pleating.



**EL14932** Get instant Parisian flair in these iconic acetate-metal sunglasses. Rims are rounded and elegantly cat eye in classic black, brown or soft pink. Temples express a French pleat design inspiration in a distinctive curved interpretation.



**EL14933** Dress up every summer look in these striking acetate-metal sunglasses. The butterfly shaped rims are especially feminine and glamorous in vivid red, classic black or earthy brown. Metal grooves on temples and front add a premium touch to this look.

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**EL14939** These statement-making geometric glasses are the only accessories you need this summer. Made of light metal and featuring a vertically pleated temple structure, the tinted lenses and colourful rims in pastel brown, soft pink or chic blue will turn all heads.



**EL14940** Style up a printed flowy dress or tailored pastel suit with these squarish metal sunglasses by ELLE. Available in soft pink, brown and elegant white, this glamorous profile shows off a geometric detail on the temples and front.



**EL14943** For a hint of luxe Parisian vintage, these rounded metal-acetate frames are the go-to choice. Rich colour selections intensify the iconic vibe: classic gold with Havana temples, elegant rose gold with patterned red temples or classic gold with a black top rim and black temples. A metallic, horizontal French pleat detail on the end piece boosts the high-end appeal.



## ELLE Made in France Styles

ELLE celebrates the vitality and determination of French heroines with its **Made in France** sunglasses. These gorgeous shades are designed and crafted in Oyonnax, the home of traditional and modern French optical expertise. Highly

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fashionable, these superior sunglasses are richly detailed and made of light acetate that is polished to perfection.

### **INGRID – EL31563 – MADE IN FRANCE**

Look stunning in these geometric ELLE Made in France sunglasses. Made of high-quality acetate, the bold, wide frame is expressed in beautiful beige Havana with black temples, strong red with patterned temples in red and brown, and classic all-over black. These sunglasses are inspired by French-Colombian activist Ingrid Betancourt. After being held captive for six years by revolutionary guerrillas in Colombia, Ingrid helped to liberate other hostages and has since received numerous awards.



### **BRIGITTE – EL31564 – MADE IN FRANCE**

Pop on these feminine ELLE sunglasses for instant Parisian allure. Made of acetate, the butterfly-shaped, bold front provides a dramatic contrast to the slender temples. Colour selections are drawn from upcoming catwalk trends: transparent beige rims with Havana temples, burgundy Havana rims with burgundy temples and, for classic lovers, timeless all-over black. French movie star icon Brigitte Bardot inspires these stylish sunglasses. Brigitte's striking beauty and free spirit embodied the 1960s sexual revolution and female emancipation.



### **JOSÉPHINE – EL31566 – MADE IN FRANCE**

These cat-eye sunglasses are the fast route to flattering summer style. The bold acetate front and temples are presented in all-over black as well as beautiful new fashion tones: transparent beige rims with black and beige dappled temples or vivid red rims with black and red patterned temples. This new model is a tribute to music-hall dancer Joséphine Baker. Born in the USA, Joséphine became a superstar in France and won the Legion of Honour for her work with the Red Cross and the French Resistance during World War 2.

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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.

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](http://www.elleboutique.com)

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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.

For further information please contact:

CHARMANT Europe, Mrs. Lisette Veldhuis  
Tel.: +31 348 416646 – Email: [Lisette.veldhuis@charmant.eu](mailto:Lisette.veldhuis@charmant.eu)