

January 2019

AD LIB – Freedom to Live

Japan is the birthplace of superior technological design. Beauty and simplicity are interwoven to create products that are wholly user-centric and superbly functional. Ad lib by Charmant is modern, high-quality eyewear for the young at heart that fuses this Eastern prowess with Western influences from the worlds of fashion, sport, technology and music. Always stylish, ad lib frames are made of premium titanium, enabling high levels of comfort and flexibility.

Freedom and colour are synonymous with the ad lib brand. The latest men's styles play with vivid on-trend shades in irreverent accents and contrasts. Visually, these sleek masculine looks meet a drive for ease of movement through thin, clean lines and light executions. Geometric and sporty influences dominate men's models while new women's frames play with retro and contemporary directions in feline or rounded forms. Here, ad lib designers spice up fresh colour selections in eye-catching 3-D patterns or two-toned end pieces.

Men

AB3198U Mix retro with post-modernism in this dynamic men's style from the ad lib collection. The titanium milling frame features rounded rims with geometrically planed tops. Ultra-thin temples with sporty colour accents ace high flexibility thanks to a beta-titanium hinge.



GR

B3199U Play it down with this confident ad lib frame for men. The ultra-thin titanium profile feels light and easy to wear. A beta-titanium temple hinge adds superior functional flexibility. Athletically inspired colour accents surge through the temples, expressing the energy of the ad lib brand.



GR

AB3300U Looking for a frame that's custom-made for spontaneity? Try this sleek new ad lib model. The spare front reveals titanium and beta-titanium lines, meaning superior lightness of wear. Temples are charged up with sporty cut-outs and fresh colour accents.



BL

AB3301U The best of Japanese technology and western fashion go into this self-assured new men's frame from the ad lib collection. Geometrically inspired, the full-rimmed profile uses a mix of light titanium materials. The double bridge feature and temple colour stripes inspire a sporty vibe.



BL

AB3302U This ad lib men's frame fuses style and function, providing the perfect 24-hour accessory. The light titanium lines are retro-inspired and come in four cool metallic shades. Very thin temples and special hinge flexibility enhance comfort while colour flashes evoke ad lib vitality.



BK

AB3303U Bring drive to your style with this dynamic frame from the ad lib range. The spare front is marked by a top bar in dual tones. Titanium and beta titanium bring light and flexibility to the very thin lines. Innovative temple cuts-outs and colour stripes drive this active look.



BK

Women

AB3263U Ad lib is an expression of freedom and optimism in dynamic eyewear styles that are on-trend and urban. This striking women's look pairs natty oversized rims with 3D-patterned temples. This peppy accessory is ultralight and flexible thanks to a titanium mix and high-tech hinge.



BK

AB3264U This nerdy new ad lib frame is both charming and sophisticated. The simple, rounded rims give way to intricately decorated temples. Advanced Japanese technology takes over in structured titanium lines and ultra-flex temple hinges. Great style and ultimate performance in one!



BL

AB3265U Colour your life with this snappy ad lib frame, available in four fresh metallic shades. Vintage gets new life in a cutting-edge titanium and beta-titanium profile. Attractive tonal contrasts make this woman's look stand out from the crowd.



BU

AB3266U ad lib is all about living life and loving colour. This new women's model expresses these inspirations in a laid-back rectangular profile with tonal interplays and vibrant temples. Light and care-free, the understated look belies a highly sophisticated design made from a superior titanium mix.



BR

High-resolution images of the entire **ad lib** optical collection for January 2019 can be found at the following link: <https://photos.app.goo.gl/KXurbmCKR2swG1EN8>

About the CHARMANT Group

For over 60 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.

For further information please contact:

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