

June 2019

## AD LIB – Freedom to Live

ad lib is a life force of vibrant colour, cutting-edge technology and high enthusiasm that embraces diversity and freedom. Inspired by cool urbanites, this slender eyewear brand delivers frames made for spontaneity and flexibility. Durable materials, like titanium, Japanese engineering and European design impulse conspire to make this the eyewear of choice for the young and young at heart.

New ad lib models express the brand's spirit through new style inspirations, trend-setting profiles and vogueish colour and graphic applications. Frames are typically light and delicately cut with tonal flashes and dynamic design elements. Men's concepts play with coloured cutting lines and sophisticated gradient dots. Women's glasses dress up the minimalist approach with vivid colour contrasts and fresh teal and light pink accents.

### Men

**AB3304** This new ad lib frame provides a great wearing experience in a stylish package. The full-rimmed style boasts an edgy, rectangular profile and striking temple lines. The playful energy is boosted by the light titanium composition, flexible beta-titanium hinges and colourful cutting line application. Available in classic tones to match modern tastes: black, brown, grey and navy.



**AB3305** This trendy new ad lib frame for men features vintage styling and contemporary design. Hailing the return of rounded rims, the striking Windsor profile showcases vivid and dynamic colour contrasts on rims, bridge and temples. ad lib is emphasised by the light fit and staggered UV printing on temples. Fresh colour selections include beige, blue, red and yellow.



**AB3306** This ad lib frame is for urban men on the move who want comfort with their style. This slender pilot shape is an instant head-turning point together with fresh colour slashes, like yellow, blue, red or beige, on the top bar and temples. A gradient dot pattern on temples is a nod to ad lib's futuristic vision.



**AB3307** This new ad lib style cuts a dash on business or casual occasions. The handsome half-rim milling profile is scored by a staggering colour pinstripe on the front and temples. Lower rims are tastefully toned in matching or contrasting hues. Temple dynamic is stressed by thin beta-titanium lines and a UV-printed dot matrix graphic. Available in four slick shades: black, brown, grey and navy.



## Women

**AB3267** This feminine ad lib frame combines the lightness, comfort and flexibility with contemporary styling and fresh colour directions. The full-rimmed front and temples are made of titanium, while a beta-titanium hinge enhances easy-to-wear feeling. This look plays with sophisticated colour blocking: blue, brown, fuchsia and violet models feature an appreciable colour contrast on inner and outer temples.



**AB3268** This trendy ad lib style packs quality, comfort and technology into a rounded Windsor profile. The thin retro frame is light and flexible thanks to its titanium make-up and a beta-titanium hinge. This elegantly understated look is boosted by colour contrasting on rims and vivid tonal selections, like blue, fuchsia, orange and a gorgeous teal green.



**AB3269** Looking for eyewear to match your active city life? Try this on-trend pilot look by ad lib. The ultra-thin, high-quality frame is crafted from titanium and a beta-titanium temple. This means feather-light wear and high temple flexibility. The stylish shape is subtly souped up with vibrant colour contrasts on end pieces and temples. Four chic shades complete this look: blue, fuchsia, plum and violet.



**AB3270** This high-quality ad lib frame for women is destined to be a favourite for glasses wearers. The titanium full-rim style boasts a classic look and softly feminine form that feels light to the touch. The elegant front contrasts sharply with the colourful temples. Designers have added a unique triangle pattern that fades dynamically on the temple lines. Classic meets catwalk in four shades: blue, burgundy, plum and violet.



High-resolution images of the entire **ad lib** optical collection for June 2019 can be found at the following link: <https://photos.app.goo.gl/TSmf5UzeQh22V534A>

## 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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