
CHARMANT

by Caroline Abram

PRESS RELEASE - Launch collection January 2019

GENESIS – Two accomplished brands join forces to create exciting new women’s eyewear

It all started with a wish. The global leader in titanium eyewear wanted to broaden its women’s segment by adding a fashionable limited edition range - something colourful and graphic that would inspire and captivate women.

Now, for the first time, CHARMANT is collaborating with a French designer. Caroline Abram presents her brand of modern French chic in an unprecedented and exciting new collaboration with the CHARMANT Group.

Beguiled by the designer’s charisma and creativity, CHARMANT recognizes the power of the Caroline Abram brand and how it enhances a woman’s style by adding a delicious touch of glamour. In CHARMANT, Caroline Abram has a dynamic, global partner that stands at the confluence of modern, high technology and Japanese values and traditions.

This is the birth of an alliance between precision and sensuality, quality and elegance, strength and comfort.

THE COLLECTION

In colourful titanium material, this capsule collection, featuring 11 models, maintains the essence of the CHARMANT brand while channelling the feminine sensitivity of Caroline Abram. This is a collection for elegant, confident women that is inspired by their beauty, mystique and modern lifestyle.

THE INTREPID – sophisticated and confident

Styles CH 12557 – CH 12560

Made in Japan, these models heed CHARMANT’s sublime comfort and quality standards. Entirely crafted from titanium, each frame looks and feels light and beautiful. Forms are slightly upturned, enhancing their femininity and charm. The titanium lines are skilfully toned providing a light glow. The end tips are delicate but comfortable, intensifying this frame’s light comfort.



CHARMANT

by Caroline Abram



THE COQUETTE – fantasy and light

Styles CH 12550 – CH 12552

Made in Japan, CHARMANT's essential superior comfort and quality lie at the core of each of these models. The unique, slightly flirty look is achieved by the addition of a second colourful titanium upper rim. The end tips are light and delicate, providing a smooth finish.



THE DISCREET – beautiful and elegant

Styles CH 12553 – CH 12556

Made in Japan, highest comfort and quality are the beating heart of these looks. The minimalist impression draws attention to the fine femininity of the frames lines and the beauty of the face. Colourful titanium casts a subtle glow. The end tips are soft and delicate, providing a professional finish and smooth comfort.

CHARMANT

by Caroline Abram



High-resolution images of the entire **CHARMANT by Caroline Abram** collection for January 2019 are available under the following link: <https://photos.app.goo.gl/NwUR3JLr296Fx7VG7>

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.

About Caroline Abram

A famous Parisian designer, Caroline Abram first practiced as an optician in her family's business before embarking on the creation of jewellery and accessories. In 2008, she launched her own line of eyewear and now places her experience at the service of a world of colour, with sixties and vintage inspirations. For the first time, CHARMANT is partnering with a French designer and reinforcing its commitment to women.

For further information please contact:

Local PR contact