

# CHARMANT

PERFECT COMFORT

## CHARMANT PERFECT COMFORT Press release January 2019

Eyewear that focuses on superior wearer ease while staying contemporary: this is the mission of the CHARMANT Perfect Comfort line of frames for men and women. Each frame is ergonomically designed with performance features that provide a relaxed fit, such as gently curving temples, adaptive nose pads and contoured end tips. A mix of high-quality titanium is applied to ensure lightness and deliver unique temple flexibility.

Spectacle wearers who like to play with their look by changing out their eyewear accessories will love to add a new season CHARMANT Perfect Comfort style to their collection. Two men's frames are revealed in masculine statements with flexible temples and stylish colour combinations. For women there are two slender, full-rimmed models with floral-inspired temples and on-trend metallic colour selections.

### CH12340 for men

Slip on this new men's style from the CHARMANT Perfect Comfort collection and be amazed by the frame's lightness, easy fit and elegant good looks. The full-rimmed, square expression features intricate temples made of Excellence Titan components that allow increased flexibility. Contemporary metallic colour selections add an on-trend nuance.



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### CH12341 for men

Check out the incredible comfort and flexibility of this confident new CHARMANT Perfect Comfort look for men. Made of three different types of titanium, the nylon frame with its defined browline features a complex temple composition for improved flexibility. In four slick metallic shades, black and brown models reveal a sophisticated raw titanium colour accent.



BK

### CH10639 for women

The soft feminine appeal of this CHARMANT Perfect Comfort women's frame masks high-tech technology that delivers strength, durability and adaptability. Made of a titanium mix, the light composition abounds with performance features, including adaptive nose pads, gently curving temples and contoured end tips. The floral temple is pretty and functional, adding

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flexibility to the look. Available in on-trend red, purple, light brown and brown, the brown model features a luxury gold temple accent.



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## CH10640 for women

Add to your style and make life more carefree with this elegant frame from CHARMANT Perfect Comfort. The graceful metallic look is made from a mix of superior titanium materials giving it a light, airy feel. Sitting snugly, the end tips are smooth and contoured so no pressure on the ears. Decorative temples feature interlocking links that enhance flexibility and add charm.



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For high resolution images of the complete CHARMANT Perfect Comfort January 2019 collection, please use this link: <https://photos.app.goo.gl/pM1DiomZFYrjoXQm6>

## 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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