

CHARMANT

PERFECT COMFORT

CHARMANT PERFECT COMFORT Press release June 2019

CHARMANT PERFECT COMFORT was created by highly expertised eyewear engineers to give wearers ultimate frame fit. Ergonomically designed, each model is decked out with special features and crafted from superior ophthalmic materials. Gently curving temples that adjust to any head shape, nose pads that adapt to the individual wearer and contoured end tips that lessen pressure are fundamental elements of each CHARMANT PERFECT COMFORT style.

New CHARMANT PERFECT COMFORT collection delivers all of the key performance aspects of the brand. Design focuses on the optimisation of comfort and flexibility through the use of premium materials and visually adds modern colour expressions. Temples are even more flexible with reduced tension thanks to intricate components and a mix of light titanium.

CH29500 Men

Pop on this CHARMANT PERFECT COMFORT men's frame and be astonished at the instant easy fit and lightness of touch. This masculine style features a light nylon frame and accentuated titanium top bar. Temples have been improved with special β -titanium components that enhance flexibility. This mature look comes in black, blue and grey with raw titanium colour accents on black and blue models.



CH29501 Men

This CHARMANT PERFECT COMFORT frame is the only option for men who want no-stress, high-quality eyewear that fits in with their urban lives. This simple full-rimmed look is high on well-being with its airy titanium composition, adaptive nose pads and gently curving temples. Temples are pressure light thanks to sophisticated new components made of β -titanium. This elegant frame comes in contemporary tones of black, blue, brown and grey.



CH29600 Women

This brand new frame from the CHARMANT PERFECT COMFORT collection delivers comfort in a stylish full-rimmed look. Highly feminine, the fluid β -titanium lines create a light-as-air feel. Temples are clever: their ornate appearance disguises a sophisticated design that boosts flexibility and alleviates pressure. This slender look comes in modern shades with fashionable dual Neo 2 toning on temples. Try black, brown, red or violet.

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CH29601 Women

Fits like a glove and looks like a dream, this striking CHARMANT PERFECT COMFORT frame is the ideal optical accessorising for the modern woman. The nylon rims are topped by a titanium brow line. This brand's famed comfort, with features such as adaptive nose pads, curving low-pressure temples and contoured end tips, is enhanced by β -titanium temple components for extra flexibility. The temple is smartly designed and chic with its ornate Neo2 two-toned composition. All in all, a must-have style in lovely red, rose, warm brown and deep blue.



For high resolution images of the complete CHARMANT Perfect Comfort June 2019 collection, please use this link: <https://photos.app.goo.gl/XDm8xZPX8czmLLmHA>

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:

Local PR Contact