

**CHARMANT TITANIUM PERFECTION  
PRESS RELEASE – JANUARY 2019**

CHARMANT Titanium Perfection carries its name in the knowledge that it is an exceptional eyewear collection that always delivers on its promise. Each frame is made using the expertise of the best ophthalmic designers and featuring the peerless quality of superior titanium materials. The result is perfection: stylish, refined eyewear that is comfortable, durable and accessible.

The spring collection takes elegance to new heights with a special design focus on enhanced lightness and fine lines. Fashion directions are tastefully expressed in modern forms, fresh colour contrasts and innovative temple structures. Discerning men and women will love the attention to detail, comfort guarantee and pure good looks of these new styles.

**Men**

**CH11455** This slender CHARMANT TITANIUM PERFECTION milled frame for men makes a subtle fashion statement while providing long-wearing comfort for the wearer. Definition is added on brows and bridge through subtle dual colouring and a keyhole detail. Sleek and clear frame lines and combinations of classic masculine tones ensure contemporary styling.



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**CH11470** This handsome men's model neatly unites the sterling functional features of a CHARMANT Titanium Perfection product with impeccably elegant design. The rectangular construction's noteworthy lightness is down to the premium titanium composition and thin lines. Front and temples contrast attractively adding character to this clean look.



GR

**CH11471** Utilitarian design inspires this confident new men's look from the CHARMANT Titanium Perfection range. The wearer's comfort demands are met by a strong contour made of high-quality, super-slim titanium lines. Style-conscious men will appreciate this frame's subtle colour contrasts and two-toned temples.



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## WOMEN

**CH12152** If the label says CHARMANT TITANIUM PERFECTION you can expect a frame that offers timeless styling, long-wearing comfort and great value for money. This beautiful new model for women is characterized by its modern frame shape and slim lines. An implied keyhole bridge and an elegant two-tone finish add a modern touch to this feminine, lightweight titanium frame.



PK

**CH12165** CHARMANT accomplishes that rare feat of creating superior quality, high-performance frames that feel great to wear and look beautiful. This women's model, with its eye-catching catty front and intricate temples, feels light and airy thanks to thin titanium lines.

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TITANIUM PERFECTION

Check out the contemporary colour interplay: gold and white gold or soft hand-painted contrasts on brown, pink and purple styles.



RO

**CH12166** Women who love to mix up their eyewear will want to add this elegant, ultra-light frame to their collection. From the CHARMANT Titanium Perfection line, this timeless metallic style in gold, brown, pink or purple titanium feels weightless, sits comfortably and looks classically elegant. The delicate temple twist features a hand-painted colour contrast.



BR

**CH12167** The designers at CHARMANT have created this beautiful new women's style. The soft, rectangular front leads into decorative temples that are double-plated or hand-painted. This model comes from the Titanium Perfection collection, meaning it is made of the best-quality titanium materials and is therefore very light and super comfortable to wear.



GP

**CH12168** Enhance your spring style with this fresh new nylon look from the CHARMANT Titanium Perfection collection. This elegantly rounded frame is fashioned from thin titanium lines. The accented browline and unique temple arrangement set this model apart. This chic accessory is available in red, brown, gold and silver with daintily hand-painted tonal nuances.



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For high resolution images of the complete **CHARMANT Titanium Perfection** January 2019 optical collection, please use this link: <https://photos.app.goo.gl/vcwDTSmikBU5hduD9>

#### **About 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 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 awareness 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 spectacle frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

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For further information please contact: **Local press contact**

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