

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

CHARMANT Titanium Perfection is created for confident men and women who make no compromises when it comes to eyewear comfort, quality and style. Fine lines and flexible temples define these graceful looks while superior titanium materials and intelligent design ensure each models sits lightly and fits perfectly.

Signature understated elegance is intensified in these highly contemporary new CHARMANT Titanium Perfection profiles. Slim contours are inspired by parallel lines with airy 3D constructions and beautifully embellishing temples. A weightless fit is enhanced by a mix of premium titanium materials with β -Titanium providing extra temple flexibility. Colours are modern and run the gamut from classics to trendy soft blushes.

MEN

CH29705 This new men's model from the CHARMANT Titanium Perfection collection delivers precision design and comfort in a classy aviator form. Light and flexible thanks to a premium titanium mix, this striking eyewear reveals an elegant 3D temple in β -Titanium, with hand-painted shading on black and grey looks. This handsome frame comes in two head sizes, 56 and 59.



CH29706 When it comes to excellent eyewear, those with discerning tastes will love this CHARMANT Titanium Perfection frame. The pared-back titanium mix style is fashionably masculine, with a softly angular shape and defined brow line. Available in classic black, brown, blue and grey, the ornamental temple features a hand-painted colour contrast.



WOMEN

CH29800 CHARMANT Titanium Perfection showcases this sophisticated and dainty new frame. With a hint of playfulness, this graceful model presents a discreetly rounded nylon profile and accented high end pieces. Temples, made from β -Titanium, are cleverly grooved giving them a sculpted feel. Colour selections are perfect for day and nightwear. Check out a luxurious gold-plated look and soft-toned glasses in red, brown and purple.



CH29801 Fans of minimalism will welcome this beguiling new CHARMANT Titanium Perfection frame. High-quality titanium materials, this elegant colour-blocked profile features a thin milling top bar, creating a compelling colour nuance. A sophisticated line pattern grooves the temples. Four stylish new tones complete this look: brown, blue, pink and rose.



CH29802 This head turner is brought to you by CHARMANT Titanium Perfection. Subtly bold, the full-milling profile is gently curved and reveals a tasteful structured bridge. Temples are playful with a refined and decorative line design. A lighter hued interior creates a striking highlighted effect on the four variations of this model. Try rose gold, blue, burgundy and brown.



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CH29803 This exquisite new CHARMANT Titanium Perfection frame is sophisticated accessorising and superior technology all rolled into one. The stand-out look is crafted from high quality titanium materials making it weightless, flexible and comfortable. This style's understated beauty from its charming, upturned rims to the hand-coloured lines on the ornate temples will blow wearer's mind. Four splendid shades available: red, brown, gold-plated and pink.



CH29804 Barely there but so beautiful, this pressure mounted CHARMANT Titanium Perfection women's frame presents a rimless front and adorably opulent temples with hand-painted effects. Lightness is emphasised in the feminine and curvy temple construction and titanium composition. This flexible, airy look is expressed in four graceful tones of brown, pink and silver of gold-plated.



For high resolution images of the complete **CHARMANT Titanium Perfection** June 2019 optical collection, please use this link: <https://photos.app.goo.gl/JAkqUhfFHEY8SxDD7>

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.

For further information please contact: [Local press contact](#)

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