

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

CHARMANT Titanium Perfection: sublime eyewear made of the highest quality Titanium materials and crafted by expert designers. Each frame carries superior fit, lightweight, ultra-comfortable feel and material excellence in its DNA.

Four new men's models fuse the high-tech pedigree of the brand with the elegance and timelessness of vintage style. Taking their lead from the retro revival trend, designers create subtle decorative inspirations and weave them seamlessly into the frames, resulting in statement tailored looks that spell out sophistication and quality.

Men

CH29700 Here's a cool new interpretation of a classic, brought to you by the creators of CHARMANT Titanium Perfection eyewear. This natty look is a neat synthesis of cutting-edge workmanship, superior materials and retro styling. Crafted from β -Titanium, for heightened flexibility and lightness, vintage nuances like temple engravings, archaic bridge and demi pattern on havana and grey models, make this frame both hip and comfortable.



HV

CH29701 This slightly nerdy men's frame from the CHARMANT Titanium Perfection range is a souped up interpretation of a beloved retro style. The minimalist rectangular lines in a light Titanium and β -Titanium mix deliver unparalleled temple flexibility and ease of wear. Design details are driven by current vintage trends: check out the understated decorative bridge and temple patterning. In four metallic shades, gold and grey models feature hand-painted rims.

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GP

CH29703 Elegance makes a welcome return in 2019 and what better way to refine your style than with this handsome retro frame from one of the world's leading eyewear brands. CHARMANT Titanium Perfection, so called thanks to peerless craftsmanship and ultra-light Titanium materials, presents this vintage-inspired men's model. Heritage notes can be found in the classic rim form, intricate temple metal work and sculpted bridge.



GU

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CH29704

CHARMANT Titanium Perfection sets the fashion and quality tone with this deceptively simple men's frame. The slender lines are big on comfort with flexibility and lightness weaved into a superior Titanium arrangement. On closer inspection, the clean look reveals stylish vintage influences such as chiselled temple end pieces and grooved bridge. In four timeless metallic colour executions, this new look is a rare confluence of relaxed wear and sophisticated style.



BR

For high resolution images of the complete **CHARMANT Titanium Perfection** March 2019 optical collection, please use this link: <https://photos.app.goo.gl/ZNd9pQZAr59rFbXM8>

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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