

CHARMANT

by Caroline Abram

Press release - June 2019

Charmant by Caroline Abram presents two new concepts: the Seductive and the Enchanting. Combining the quality and technical precision of Charmant group with Caroline Abram's feminine aesthetics, the designer's unique signature is unfurled in striking shapes and volumes, while the flawless essence of the CHARMANT brand is maintained. In colourful titanium material, these 6 models are as delicate as they are fascinating. Made for women, this eyewear creates a beautiful accent on the face, while staying extremely light.

- THE SEDUCTIVE -

Captivating & Refined



CH12561-BK



CH12562-PK



CH12563-TL

This new concept highlights women's eyes through its wide open, feminine design and attractive curves. The fresh colour scheme underscores the contrast between the frame top, which is more pronounced, and the lower part, which is thin and discreet. The end tips are light and delicate adding a smooth finish to the eyewear.

Made entirely from titanium, each model is a true fashion accessory.



- INSPIRATIONS -



- THE SEDUCTIVE -



- MAIN FEATURES -

→ Consumer benefits

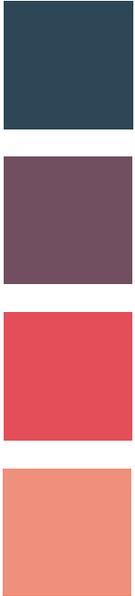
- Made in Japan
- Titanium
- Light
- Resistant
- Hypoallergenic
- Fashion design

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– THE ENCHANTING –

Generous & Classy



'The Enchanting' is distinguished by its combination of contrasting shapes and colours.

Welded end piece behind the frame front and 3D volumes add depth, look very unique and create a chic fashion accessory.

The end tips are light and delicate adding a smooth finish to the eyewear.



CH12564-TL

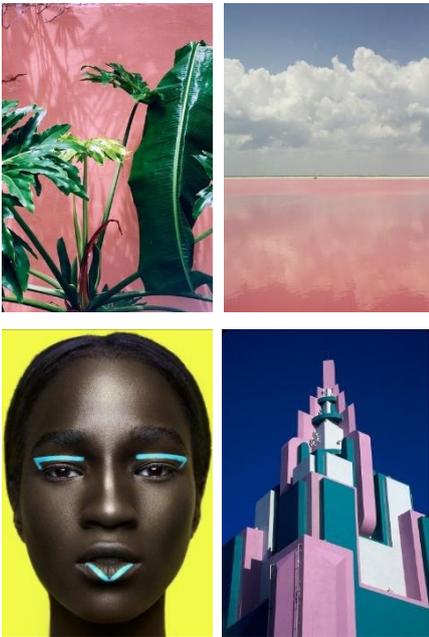


CH12565-BL



CH12566-PK

- INSPIRATIONS -



- THE ENCHANTING -



- MAIN FEATURES -

→ **Consumer benefits**

- Made in Japan
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– FOR HIGH-RESOLUTION IMAGES –

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– About Caroline Abram –

A famous Parisian designer, she first practiced as an optician in the family business before embarking on the creation of jewelry and eyewear accessories. In 2008 she launched her own line of eyeglasses and now puts her experience at the service of a colourful world, with sixties and vintage inspirations. For the first time, CHARMANT is partnering with a French designer and reinforcing its commitment to women.

– 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 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.

Local PR contact