

CORPORATE PRESS RELEASE

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Charmant hearts Shades of Love

Since the beginning of 2014, Charmant Group has supported **Shades of Love – The Himalayan Eyewear Project** through regular donations of sunglasses. This charity initiative, which was set up by Munich coffee bar owner Jürgen Altmann, was recently awarded first prize for social awareness by ISPO, the world's largest trade fair for sports' wear and goods.

Shades of Love was first inspired while Altmann was working for a humanitarian organisation in the Ladakh region of the Himalayas some years ago. He was struck by the large number of locals suffering from infected or chronically diseased eyes. "The people there are exposed to sunlight made more intense by the high altitude of the region," explains Altmann. "As a result of excessive UV rays, many of them contract eye diseases such as glaucoma and cataracts. Long-term eye damage even leads, in certain cases, to complete blindness." Eye protection measures, such as sunglasses, are not affordable or, in some cases, even unheard of.

So, in an effort to champion the protection of the vision of the Ladakh populace, Altmann launched **Shades of Love**. The campaign aims to collect new or used sunglasses with a high UV protection factor of 3 or 4 and, with the support of the Tibetan Health Care Centre, to distribute them to the inhabitants of Ladakh.

"As soon as we heard about the **Shades of Love** project, we wanted to get on board," says Karin Mizukami, Director of Product & Marketing at Charmant. "We wanted to use our resources and eyewear expertise to help the people of Ladakh to have a better quality of life by contributing to this campaign."

Charmant Group

For over 50 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 for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers 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 on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle frames and its comprehensive global sales network in over 100 countries, Charmant Group is greatly respected as a reliable business partner.

For more information on the project and how you can help, please visit:

www.shadesoflove.org