

# ELLE PRESS RELEASE

**OPTICAL**  
SPRING/SUMMER 2019



**ELLE**  
*the Parisians' lifestyle*

EYEWEAR

ELLE Eyewear is a trademark of ELLE Eyewear. All rights reserved.

Discover the world of ELLE on [elleboutique.com](http://elleboutique.com)

# PRESS RELEASE

Spring/Summer 2019

---

ELLE lives and breathes the beauty and dynamic of Paris. This authentic and elegant style speaks to passionate free spirits - women who love to unfurl their wings and seek out new and exciting tastes and experiences. ELLE eyewear perfects every look with contemporary fashion statements that invite appreciation.

ELLE's new optical frame styles convey the brand's Parisian heritage while parading modern design directions. The sensuality and movement of liquid metals and plastics are found in thrillingly patterned surfaces and material combinations on temples. Forms are delightfully feminine but remain modern and confident.

**EL13458 – acetate** This bold ELLE model is the perfect accessory for women who like to add a personal touch to their contemporary look. The feminine design features a striking interplay of dappled Havana and opaque tones. This feature is emphasized on the temples where the material mix and curved surface provide a unique line and texture. Four colour selections, including aqua blue, warm Havana, fresh red and classic black, complete this chic look.



**EL13459 – acetate** This gorgeous frame from the latest ELLE collection will have all heads turning. The rectangular front presents a prominent colour contrast expressed through a compelling gradation, with dark brows and bridge running to a delicate luminosity on the frame bottom. This look's premium impression is enhanced by a metallic ELLE emblem on temples. Finish your look with grey, brown, blue or pink colour choices.



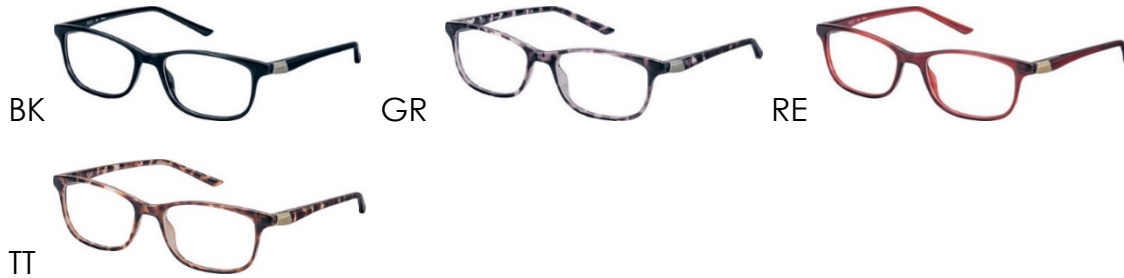
ELLE  
*the Parisians' lifestyle*

# PRESS RELEASE

Spring/Summer 2019

---

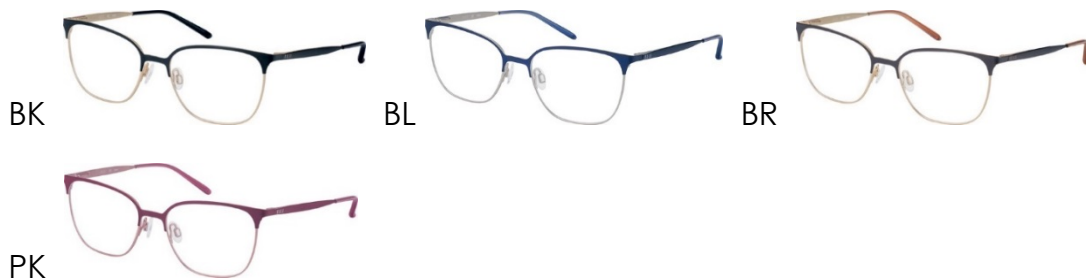
**EL13460 – TR90** This vibrant ELLE frame sits elegantly and comfortably on the face. High tech TR90 material is the answer for flexible and a hardly-there feel, while the curvy smoothness enhances the frame's femininity. In sparkling Havana or crisp monotones, temples are finished with a decorative ELLE insignia. Try out this look in your favourite colours: sparkling grey and Havana or rich all-black and red.



**EL13461 – metal** All eyes on metal! This new style features a truly modern and squarish look for women in a contemporary matt and tonal mix: frame front and tips are attractively hued in red, grey, brown or black, while slender and curvy temple lines keep it simple in silver.



**EL13462 – metal** This fetching new ELLE frame has a definite note of prestige about it. That's down to the striking textured bearing and vintage spirit. The metal lines are accented by a dark, mono-coloured brow bar and temples. Be dazzled by hues of blue and pink, classic black and earthy brown.



ELLE  
*the Parisians' lifestyle*

# PRESS RELEASE

## Spring/Summer 2019

---

For high resolution images, please click on this link:

<https://photos.app.goo.gl/o6pZajVsWo5YtYU46>

---

### About ELLE:

With 45 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. The first edition of the ELLE magazine has been launched in France in 1945.

ELLE is also a Parisian sparkling and dynamic brand that doesn't take itself seriously, democratizes fashion and enhances woman's position in the society, as in every aspect of her life. That special relationship with independent, young and open minded women around the globe has been developed into a collection of licensed products. These unique collections and services developed locally thanks to ELLE brand Licensing programs operated by Lagardère Active Enterprises\* offices, are available in a selective distribution network.

\*Lagardère Active Enterprises is the dedicated business unit of the Lagardère Active Group running the non-media brand extension worldwide. The ELLE brand is owned by the Lagardère Active group based in France.

ELLE™ is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France.

---

### About Charmant Group:

For over fifty 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 fulfill 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 further information please contact:

Local PR contact

ELLE  
*the Parisians' lifestyle*

# PRESS RELEASE

Spring/Summer 2019

---



ELLE  
*the Parisians' lifestyle*