

# ELLE PRESS RELEASE

**OPTICAL**  
AUTUMN/WINTER 2019



**ELLE**  
*the Parisians' lifestyle*

EYEWEAR

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If you love Paris, then you'll adore ELLE. This celebrated fashion brand emulates the sparkling spirit of this beautiful city and the women who freely inhabit her. ELLE inspires our desire for Parisian chic and stirs our imagination to follow that effortless but head-turning glamour.

The latest ELLE frames are led by new fashion directions and ELLE's Parisian heritage. A striking application of volume, material and colour contrasts gives rise to statement accessories that will elevate every wardrobe. Glowing gradients in fresh transparencies meet modern monotone expressions. Contemporary profiles present carved surfaces, elegantly accented end pieces and metallic temple embellishments. Colours run the gamut from light-toned and pretty pastel to bold and enticing. Airy metals and plastics ensure these stylish new models feel as good as they look.

**EL13473** Put a spring in your step with this free-spirited and easy model from the new ELLE collection. The softly rectangular glasses look and feel light as they come in fresh transparent tones and are made of TR90. This smart, everyday frame is gracefully enhanced by a decorative temple ornament. Defined lines in brown, green, grey and rose segue into soft gradients on lower rims.



**EL13474** Strike a pose with this statement frame by ELLE. Channelling the latest trends in colour and shape, these expressive looks play with texture and beautifully crafted cut-downs on temples and end-pieces. Audacious and feminine, this eye-catcher is available in rich tones of classic black, pale brown, green and stunning red.



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**EL13475** This delicate metallic frame by ELLE has a delightful twist. The shiny cat-shaped curves are accentuated by contrasting end-piece accents in hand-painted matt tones. Chic and unique, this style comes in a variety of shades to match your mood. Try out gold, purple, rose or silver.



**EL13476** ELLE designers elegantly fuse the enduring appeal of vintage with modern designer styling in this sophisticated new women's frame. Filigree metallic lines are crafted into attractive retro rims and a very thin, feminine profile. Denser temples reveal a subtle volume contrast. Colour expressions are a highlight: soft rose, green and pink are delicately picked out on rims and tips while light gold surprises with blushed tips.



For high resolution images, please click on this link:

<https://photos.app.goo.gl/ybTmBRfQTwDZ1DXn9>

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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 was launched in France in 1945. That special ELLE spirit has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians' Lifestyle. The ELLE brand is owned by Hachette Filipacchi Presse (a Lagardère News company) based in France. L.A.E. is in charge of the ELLE brand non-media extension worldwide inside the Lagardère Group. Discover more about the ELLE world on [www.elleboutique.com](http://www.elleboutique.com)

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## About Charmant Group:

For over sixty 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

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