

ELLE
RELEASE

SUNWEAR
2019

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Sunwear 2019

ELLE SUN Collection 2019 inspired by Fashion Summer in Paris

ELLE is the essence of Parisian sophistication. Glamour and originality are fuelled by the city's fashion heritage and urban vibe, with looks inspired by the diversity of this vivid city: couture to prêt-à-porter, vintage to one-off treasures, sophisticated to casual. Deeply feminine, ELLE fuses chic sensuality with relaxed elegance.

Fall in love with Paris all over again this summer with the brand new sunglass collection from ELLE Eyewear. New frames capture the city spirit and mix it up with edgy fashion trends. Forms are bold and geometric or softly fluid with enticing tonal and material interplays.

EL14871 - acetate

Add a touch of Paris glamour to your new summer look with these gorgeous sunglasses. Led by the French capital's seductive flair, ELLE has pulled out all stops with fashion-forward two-toned gradations in bold pink and casual blue models and geometric décor on temples. Dial it down at the weekend with classic black or a chic brown transparent hue.



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EL14873 – acetate

These enticing ELLE sunglasses deliver femininity and style in a simple and elegant package. Slightly catty, the fronts are softly rounded and offset by geometrically inspired temple lines with a striking metal piece. Available colours are transparent green, brown and purple models and a black classic.



EL14874 – acetate

These new-season ELLE sunglasses carry off both feminine elegance and edgy geometric glamour with aplomb. Frame fronts are lightly transparent and accentuated by an eye-catching metal temple decoration also visible from the front. This is a great sun look for daytime professional or weekend browsing. Choose between transparent brown, green or red or chic black.



EL14877 – TR90

This feminine ELLE frame has a vintage feel with a modern twist. The retro rounded TR90 front leads into slender temples lines with their smooth and textured twisted metal structure. Fronts present a clever mixture of trendy transparent and gradient tones. The look and feel of these cool sunglasses is both light and stylish and comes in flattering colours of tone-in-tone grey or brown or light green to lilac.



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EL14881 – acetate

Turn any look into high fashion with these striking new ELLE sunglasses. The eye-catching butterfly effect is down to uniquely formed sides and temple, delivering a stylish cinched-waist flavour. Lens colours complement frame tone. Materials are trendily mixed, creating a sophisticated look that is light and easy to wear. Available colours are classic black, brown and blue.



EL14884 – acetate

Enhance your summer look with a note of Parisian-inspired chic! This seriously stylish ELLE sunglass has a sensuously rounded shape. Richly marbled temples pick up the transparent front colour in elegant brown, blue and red models. The frame is also available in classic black.



For high resolution images, please click on this link:

<https://photos.app.goo.gl/2JrmgnF1YU27XDuk9>

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

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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.

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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 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 further information please contact:

Local PR contact

ELLE