



## **PRESS RELEASE ESPRIT SUNWEAR 2019**

Esprit harnesses the energy and joy of life and channels them into creative, authentic fashion that is contemporary, comfortable and classy. Sunglasses designers have grabbed these Esprit values and activated them into great new shapes, unique features, vibrant colours and inspiring graphic elements, delivering an exciting sun collection for 2019.

There's a wide range of styles and colours available for women, men and children. Casual and more fashion-ready forms are paraded in gorgeous new-year shades in solid, transparent, gradient and Havana tones. Esprit shows off its design edge with some innovative features like double-bridges, tonal layering, striking cut-outs, temple patterns, gradient lenses and much more. One thing's for sure - each new model truly espouses the Brand philosophy: expressive, unrepeatable and stylish.

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### **ET17957 - Woman**

This pretty and playful new sun style from Esprit is a summer must-have. The classic shape is realized in clear and milky pastel transparencies including rose, green, purple and grey. Temples take a floral turn with a dappled effect and are glammed up with a tantalising hint of glitter. Get one in each of these light summer tones or try a luxe looking cool black with gold temples.

### **ET17958 - Woman**

Esprit sunglasses go the extra mile with this trendy new summer style. Luminous acetate transparencies are crafted into an iconic frame with a slightly square appeal. An innovative detail is the fine cut-out that runs like a border around the frame lenses, softening the shape. This new look comes in juicy rose, cool turquoise, soft brown and clear black.

### **ET17963 - Woman**

These new Esprit sunglasses have a catwalk feel about them. Neatly rounded, the svelte double bridge provides an eye-catching design feature. Monotone fronts are complemented by adventurous temples in solid and Havana tones. Made of acetate, this new summer look is as light as it is cool.

### **ET17952 - Woman**

Here's a touch of glamour from Esprit to add to your summer style. This cool metal frame takes cat-eye shape inspiration with its signature metal lines and transforms it into a super trendy accessory. Unique cut-outs and gradient lenses up the fashion ante and make this a stand-out summer look in silver, gold and chic violet.

### **ET17954 - Woman**

When it comes to contemporary style and easy living, Esprit has all the answers. Take these laid-back new sunglasses for example. The light, classic form looks good on any face and is presented in glorious new retro pastel shades like creamy beige or icy green. With an eye on individuality, this model features transparent temples in matching tones and gradient reflections completing the casual look.

### **ET17961 - Woman**

1920s glamour abounds with these natty new Esprit sunglasses. The statement-making rounded shape in striking colour surges of blue, rose, brown and black is accentuated by a cut-out brow bar in a lighter tone. This is a great addition to an all-white ensemble or worn under a cool summer beret.

# ESPRIT

## **ET17962 - Woman**

It's hip to be square! The exotic look is glamorously realized in a playful all-over dapple, with gradient lenses in brown, black and blue models. These frames are beautifully crafted in light acetate and flow into a distinctive double-bridge.

## **ET17971 - Unisex**

These new Esprit sunglasses are the stand-out style of the season and look great on women or men. Vintage-inspired, the rounded panto style with its unique keyhole bridge in TR90 material is stylishly coloured: classic black and cool grey line up with two striking models in a tortoise-transparent wash. The light feel is emphasised in the thin metal temple lines.

## **ET17974 - Man**

Try this great casual look for men from Esprit. The pilot style is very much on-trend and innovatively realized in high quality acetate, making it look and feel relaxed and light. Black and blue models come in solid hues while brown and green looks are double toned in complementary shades of grey.

## **ET17975 - Man**

Strike a pose in blue jeans or a sharp suit with these striking men's sunglasses from Esprit. The classic look is given a new vibe thanks to dual toning - solid dark top running to a lighter, translucent under half. This creative colour feature owes its origin to the unique aspect of this style - the double-layered acetate material.

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## **KIDS**

Safety, comfort and style are the key qualities of Esprit eyewear for kids. New sunglasses will withstand any amount of rough and tumble on the beach or in the park this summer, while ensuring that young eyes are protected from dangerous UV rays. Fun is a must, so Esprit keeps the looks cute and cool with energetic colour selections and nifty shapes.

## **ET19783 - Kids Girls**

All eyes on me! This is a gorgeous style for little girls. The charming butterfly frame is totally attention grabbing and revealed in candy purple and pink transparencies or cheeky red. All three models have trendy mirrored lenses.

## **ET19786 - Kids Unisex**

Keep kids smiling and safe this summer with these cute Esprit sunglasses for girls and boys. The softly rounded shape in vibrant new tones is highly resistant to UV rays, climbing trees or kicking a ball. Temples are made from a flexible rubber to increase comfort. Pick your look: marbled green or purple, cool grey or stand out in blue with orange temples and mirror lenses.

For high resolution images, please use this link:  
<https://photos.app.goo.gl/3zH1CJnnyLJGxur86>

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About The 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 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:

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