

Line Art CHARMANT

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Press release January 2019

Line Art CHARMANT is an expressive collection of beautiful eyewear for confident, elegant women. Inspired by the spirit and joy of music, each Line Art look is created to convey a melodious arrangement of unrivalled lightness, exceptional comfort and discreet luxury.

This January, we welcome four elegant new styles to the Line Art Vivace range. Vivace frames take the Line Art vision to advanced heights. Two fine temple lines made from Excellence Titan characterize the frame form and enhance that distinctive lightness of wear for which the brand is so revered. Comfort is intensified thanks to smooth, contoured end tips that are pre-adjusted, and nose pads that change shape and adapt to the individual. This understated, modern eyewear features exquisitely fashioned end pieces with coloured accents, decorative stone inlays or clear Swarovski crystals.

XL2132 VIVACE (nylor)

Express your individuality with good taste and an eye for excellence with this contemporary new Vivace frame from the Line Art collection. This is superior design that has to be worn to be believed. The frame's incredible lightness and comfort are down to its premium titanium lines, graceful assembly and high-tech performance features. In fresh metallic shades, including pink, red, violet and gold, this style looks and feels good all day long.



RE

XL2136 VIVACE (pressure mount)

Try this beautiful Line Art Vivace frame if you want hardly-there wear in a subtle, feminine style. Discreet and dainty, sparkling Swarovski crystals point to understated luxury, while the pressure-mounted design and polished temple lines emphasise a singular lightness. Another visual eye-catcher is the dual color of the front and temple while the contoured end tips and adaptable nose pads enhance comfort and enable this model's secure fit.

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WP

XL2137 VIVACE (pressure mount)

This new Line Art frame is an elegant choice for women who want modern, individual eyewear that meets their demand for beauty and comfort. The softly rounded rimless front is pressure mounted and leads to fine double temple lines. Line Art superior relaxed wear is accomplished by a super-light make-up, airy construction and high-performance features, including adaptive nose pads and smooth end tips. Swarovski crystals and tonal contrasts adorn this arresting style.



GP

XL2140 VIVACE (full rim)

Add special elegance to your look with this timeless silhouette from Line Art eyewear. The striking full-rimmed model is composed of Excellence Titanium, creating an unbelievably light feel. The frame arrangement enables a secure, harmonious fit. Gorgeous metallic tones and end-piece decorations up the fashion ante of this understated style.



RG

For high resolution images of the entire CHARMANT Line Art January 2019 collection, please use this link: <https://photos.app.goo.gl/UDPkBjQm1AdMCreH6>

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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 its uncompromising high product quality, the Japanese company has developed into one of the most important producers and suppliers 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 upon for premium quality and outstanding service. This engagement and passion are clearly perceived in both CHARMANT Group house and licensed brands. Thanks to the company's expertise in the production of superior eyewear 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](#)