

Line Art

CHARMANT

LINE ART CHARMANT Press release June 2019

Line Art Charmant is a premium eyewear brand inspired by the harmonious beauty. These sophisticated women's frames are truly unsurpassed thanks to their elegant semi-luxe aesthetic, superior Excellence Titanium composition and incredibly light and comfortable fit. In fact you might forget you were wearing a pair of Line Art frames if your friends' compliments didn't remind you!

Four elegant new Line Art models enhance this signature Charmant collection. A feature of these latest frames is the inventive mix of materials in the ornate temple, where a fine decorative bar is slotted between two feline Excellence Titanium elements. This eye-catching detail amplifies Line Art lightness and flexibility through its airy structure and weightless composition. Functional features, such as adaptive nose pads and contoured end tips, enhance wearer pleasure.

XL2142 Vivace (Pressure Mount)

Line Art Charmant frames are famed for their sophistication and light touch. This alluring new look surely delivers the both. The pressure mounted composition is delicately minimalistic, while the elaborate and richly toned material mix on the temples reveal a contrasting note of glamour. Excellence Titanium materials underscore frame flexibility and weightlessness. This stunning look comes in blue, purple and gold-plated hues.



XL2143 Vivace (Pressure Mount)

Seeking eyewear that is delicately dressy but also comfortable and light? What about this divine new style from the Line Art CHARMANT collection. The rimless pressure-mounted frame is elegantly minimalistic at the front while temples present harmonious colour and material mix arrangements. This airy look comes in hues of soft rose gold, white and brown.



XL2144 Vivace (Full Rim)

Line Art Charmant frames are a harmonious union of beauty and function. This graceful model in black, rose gold and brown has a deluxe feel thanks to a shiny titanium rims and temples. This stunning eyewear has all the comfort features of a Line Art style: comfortable fit, light touch, smooth end tips and wearer-adaptive nose pads.



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XL2145 Vivace (Nylor)

This elegant Line Art Charmant frame is both simple and ornate. The timeless nylor style displays rectangular rims with a subtly feline finishing. Brow lines and temples deliver a striking colour pop with rich tones on frame front. This model comes in sharp shades of blue, purple and gold-plated and feels as good as it looks.



For high resolution images of the entire CHARMANT Line Art June 2019 collection, please use this link: <https://photos.app.goo.gl/PszF7jmcajk2VXzK9>

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**