

PRESS RELEASE

## CHARMANT Z – January 2019

CHARMANT Z is a premium eyewear collection for men who want exceptional quality in a stylish, high-tech package. Z stands for the ultimate in exceptional frame design and material excellence that are the essence of each superior model in this line. High-end titanium ensures light wear and enhanced flexibility, forms are sophisticated and contemporary and special comfort features are made with skilled technological know-how.

For January 2019, CHARMANT Z has added 6 new styles. The focus as always is on exemplary comfort and quality with a high-tech slant. Frames are sculpted from the finest ophthalmic materials. Z-Titanium leads the way with its strong, highly flexible properties and bio-compatibility. Elastomer enables the creation of complicated structures, is highly resistant and sustainable, while CP is incredibly light. Designers take their lead from classic vintage shapes and play with layered materials and engineering-inspired embellishments. Each new frame offers a stylish bespoke look.

**ZT19878** This handsome vintage model masks some seriously high-tech frame engineering. The trendy front with its large key hole bridge and defined brow line is made up of two tones of titanium. Temples showcase a mix of shiny and matt Elastomer and CP that looks good and enables heightened flexibility. The CHARMANT Z logo is neatly embossed on temple interiors.



BL

**ZT19879** Pop on this elegant man's frame and enjoy the CHARMANT Z experience. This new model delivers all of the brand's top properties, including, ultimate lightness of wear, no-pressure ergonomic nose pads, premier composition and contemporary styling. This look's refined half-rim milling front leads into an industrial-style temple structure - a smart mix of shiny and matt materials provide the unique shape and enhance flexibility.



WG

**ZT19880** This CHARMANT Z men's frame ticks the boxes for great styling and relaxed wear. As a member of this superior collection, this accessory provides unparalleled lightness thanks to its excellent material composition and ergonomic features. This model wouldn't be amiss on the fashion pages with its distinctive bold vintage appeal, layered front and tapered temples. Try semi-Havana blue or brown or up the style ante with luxury black-gold.



BR

**ZT19881** Looking for a stylish men's frame that doesn't compromise on comfort? Try this sleek CHARMANT Z model from the new collection. Designers play with retro fashion in an aviator-panto inspiration made from slender titanium lines. Temple sides are uniquely recessed and tastefully embellished with a slight metal bar. As with every frame in this collection this look is first and foremost a champion in relaxed wearability.



BK

**ZT19882** This clean CHARMANT Z men's frame owes its studious appeal to a striking square shape and half-rim construction. The spare, light look gives way to sturdy, structured temple lines that are tastefully embellished. The brand's high-tech roots come to the fore in a unique grooved metallic temple ring. Excellent flexibility and comfort are this collection's promise.



GR

**ZT19883** Light and stylish, this full-rimmed men's frame from the CHARMANT Z collection is perfect for business or pleasure. The handsome square look is made of superior quality titanium. Functional features include ergonomic nose pads that deliver a no-pressure fit. Comfort extends into smooth, clean temples that are both flexible and stylish – check out a grooved ring enhancement that is both luxurious and fashionably industrial.



BR

For high resolution images of the entire CHARMANT Z January 2019 collection please use this link: <https://photos.app.goo.gl/N1QLMTjFoiQzrCu19>



### **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:

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