

PRESS RELEASE

CHARMANT Z – July 2019

CHARMANT Z is the only choice for men who insist on the best when it comes to eyewear. Each CHARMANT Z frame comes with a promise: a high-quality, high-comfort wearing experience that fuses contemporary fashion aesthetics with flawless technological performance. CHARMANT Z glasses are ergonomically supercharged with specially selected premium materials and functional features that put wearer wellbeing first.

Eight brand new models take CHARMANT Z to the next level. Anticipating diverse customer needs and lifestyles, our eyewear engineers have crafted an array of attractive frames with varying shapes, finishes and features. Typically elegant profiles are presented in trendy vintage and slick modern looks in full-framed and semi-rimless expressions. Heritage CHARMANT Z comfort features, such as ergonomic nose pads and super flexible temples, are complemented by inventive design details including textured end-pieces, intricate temple compositions, eye-catching material mixes and filigree components.

ZT19887 This is a light and slender new look for men from the exceptional CHARMANT Z range. The vintage-inspired, semi-rimless profile is tastefully enhanced by polished metal temple rings and end tips. Outstanding aspects of these frames are the highly functional temple design and its flexibility that is boosted by a medley of components, like the titanium base, the plating elements or the textured elastomer bar. This fresh style comes in black, brown, grey and white gold.



BR

ZT19888 Enhance your sartorial performance while making no compromises on comfort with this handsome new CHARMANT Z frame for men. Lightness of wear is underscored by the rim-less composition and airy material mix of high-calibre titanium and elastomer. Elaborated temples reveal a stylish contrast to the understated fronts with their metallic embellishments and textured finish. This cultivated look comes in three sophisticated shades: black, grey and white gold.



BK

ZT19889 Searching for eyewear that pulls a style punch while delivering exceptional performance? Try this new frame from the exemplary CHARMANT Z line. Containing all of the premium functionality of this brand – light ergonomic fit and serious flexibility – this head-turner showcases a cool metal-plastic material mix, giving the bold, square rims a very contemporary feel. Ornate metallic temples and a smooth bridge add a note of luxury to this look. Available in black, demi amber and grey.



BK

ZT19890 CHARMANT Z has taken vintage notes and mixed them with high-tech materials and superior functionality to create this one-of-a-kind men's frame. Rims feature a distinctive material mix with metal embracing an inner Windsor ring. The retro vibe is enhanced by an attractive bridge. Flawless comfort and lightness are hallmarks of the CHARMANT Z range and this contemporary style fulfils the brand's promise. Get this look in black, brown, demi amber and grey.



DA

ZT19891 This outstanding new men's frame from the CHARMANT Z collection wraps exceptional wear and functionality in a highly sophisticated package. The timeless Wellington profile is enhanced by a bold brow and exquisitely decorative end pieces and temples. The appealing metal and plastic combination suggests glamour while emphasising the model's masculine elegance. This statement piece comes in black, demi amber and grey.



BK

ZT19892 Insiders know that CHARMANT Z spells exceptional men's frames where superior quality materials and unparalleled easy-wear features meet the latest fashion directions. This slender new style exemplifies its spirit through elegant, filigree lines and a minimalist half-rimmed expression. Light and flexible, this attractive everyday look comes in four metallic shades of black, blue, grey and white gold. A comfort 57 is available for generous face sizes.



WG

ZT19893 Add a note of classic luxury to your style with this svelte metallic frame from the CHARMANT Z line. The semi-rimmed profile is accentuated by a trendy double bridge, accented end pieces and moulded temple grilles. This head-turning eyewear comes with all of the superior attributes you expect from a CHARMANT Z product: comfort, flexibility and lightness. Enjoy this model in black, grey and white gold.



GR

ZT19894 This is a stand-out men's style for the new season. Light, flexible and incredibly comfortable, this CHARMANT Z titanium frame makes an instant statement with its bold, square-shaped rims. The clear-cut front is offset by a decorative temple grille and polished metallic end pieces. Four tasteful colour selections complete this masculine expression: black, brown, grey and white gold.



BR

For high resolution images of the entire CHARMANT Z July 2019 Collection please use this link: <https://photos.app.goo.gl/bMH3v6V56CLY3LF3A>



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