

ELLE
PRESS
RELEASE

OPTICAL
JANUARY 2017

ELLE

PRESS RELEASE

Optical January 2017

Fluid forms and geometric influence

New ELLE Eyewear collection is inspired by elegant Jewellery

ELLE is renowned for an unerring eye for contemporary elegance that inspires modern and open-minded women all around the world. Natural, funny and with a positive attitude towards life, the ELLE woman enjoys the unique French chic and typical Parisian flair, which is at the heart of the brand.

The January 2017 optical collection draws its inspiration from feminine, elegant jewellery. Soft and twisted forms play with surfaces, while a more graphic influence focuses on geometric and linear concepts. Prefer classic hues or more colourful styles? Colors range from classic black to elegant brown and purple to colorful flower patterns.

EL13418 – Metal Very elegant! This lady's model breathes chic all over. A tasteful play of different surfaces can be enjoyed on the jewellery-inspired fluid metal detail on the temple. Available in three colours black, brown – combined with striking rose gold coloured metal – and purple, this frame perfectly complements every elegant outfit. A spring hinge enhances wearing comfort.



EL13419 – TR90 Modern with a little twist! Made from TR90 lightweight material, this stylish frame comes with graceful curves. A rectangular front shape gives way to a delicately twisted metal detail on the temple. The wide colour range spoils the ELLE woman for choice: It is available in elegant black, grey – with a stunning rose gold colour metal detail –, classic tortoise, or colourful purple and red.



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EL13420 – Acetate Contemporary and playful! Be inspired by the peppy mixture of different acetate materials. The choice of colours simply impresses. This stylish frame is available in black with marbled temples, elegant brown or violet hues, or purple and light brown with colourful flower patterns on the temples for the more daring woman. This model comes with a spring hinge for enhanced wearing comfort.



EL13421 - PES Impressive lightweight! A modern style, this jewellery-inspired frame is made from PES, an extremely light and flexible material. The rounded rectangular front shape tastefully blends with the graphic geometric metal embellishment on the temple. The colour range encompasses three beautiful transparent styles in grey, brown and red, adding an overall impression of lightness to this model.



About ELLE:

With 47 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. The first edition of the ELLE magazine has been launched in France in 1945.

ELLE is also a Parisian sparkling and dynamic brand that doesn't take itself seriously, democratizes fashion and enhances woman's position in the society, as in every aspect of her life. That special relationship with independent, young and open minded women around the globe has been developed into a collection of licensed products. These unique collections and services developed locally thanks to ELLE brand Licensing programs operated by Lagardère Active Enterprises* offices, are available in a selective distribution network.

*Lagardère Active Enterprises is the dedicated business unit of the Lagardère Active Group running the non-media brand extension worldwide. The ELLE brand is owned by the Lagardère Active group based in France.

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About Charmant Group:

For over fifty 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 fulfill 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:

Local PR contact

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