

**ELLE**  
**PRESS**  
**RELEASE**

**SUNWEAR**  
2017

**ELLE**

# PRESS RELEASE

## Sunwear 2017

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Impressive, summery, colourful:

### **ELLE Sunwear 2017 inspired by stunning France**

The ELLE brand draws its inspirations from Parisian chic and French lifestyle. Casual, smart and chic, the ELLE woman loves feminine elegance and sensual designs. Being independent with a positive attitude to life, she effortlessly defines her own individual style by combining comfortable, wearable fashion with on-trend catwalk pieces. ELLE eyewear reflects just that: stylish designs and good quality along with honest pricing.

“Welcome to France” is the overall design theme of the ELLE sunwear collection 2017. Refined metal structures, linear designs with love to detail and dazzling French nature are the season’s three predominant design inspirations. The colour focus on strong red and Jade green conveys striking statements in the season’s predominant trend colours, giving the fashion-conscious ELLE woman a refined and modern look.

**EL14835 and EL14838** Right on trend! These stunning sunglasses are absolutely eye-catching. Geometric metal structures reflect the stylish city mesh look which is inspired by the French capital’s architectural landmarks such as the Eiffel tower and the Louvre museum. A gorgeous metal detail on the temples of **EL14835** mirrors the modern geometric city look. The colours range from milky purple, red and green to classic black to elegant Havana. Model **EL14838** stands out for its fashionable rounded front shape in combined TR90 and metal fusing into refined metal temples. Elegant black and beautiful Havana versions in brown, green or red match colour and style perfectly.

**EL 14839 and EL14844** Love to details! These ELLE sunwear models are created with love for minimalist design and details in mind. Linear designs are complemented by rich frame materials. **EL14839** features a modern front made of gorgeous acetate material in various pastel colours. Together with the mono-coloured opaque temples, these elegant sunglasses are très chic to wear on any occasion. The model is also available in stylish black. Model **EL14844** carries a bold statement all-over. The stark frame combines a rectangular, mono-coloured front shape with slightly curved temples in rich acetate material, adding a touch of femininity. These sunglasses are available in several colours, ranging from fresh and summery light purple to elegant brown and red to classic black with Havana temples.

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**EL 14842 and EL 14851** As colourful as nature! These sunwear models are inspired by France's beautiful countryside with stunning landscapes. The focus is on exciting 3D effects and colours galore. **EL14842** impresses with a brilliant colour gradient. The slightly catty front shape expresses femininity and elegance, while a beautiful mountain range was the inspirational source for the dazzling 3D decoration on the temples. This model is also available in classic black. A fantastically fresh look is guaranteed with the model **EL14851**. The front features colourful and summery gradients bringing the wearer in-tune with summer and sun. The 3D design pattern on the temples resembles the soft ripples on a lake. What a fantastic model to colour up the ELLE woman's summer!

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### 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.

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For further information please contact:

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