

ESPRIT

ESPRIT EYEWEAR OPTICAL PRESS RELEASE JANUARY 2017

The Esprit brand is trusted with lifestyle people throughout the world. The laid-back, authentic and relaxed attitude of Esprit shows in form of casual fashion with love to the detail, paired with a high demand in quality. This mission has also been creatively incorporated into each and every new eyewear style: high-quality models and full wearing comfort at reasonable prices.

The new January 2017 Esprit eyewear collection features a filigree and light design direction, as well as a mix and match of materials. Delicately shaped, modern-style metal wire and soft edges are the upcoming season's leading fashion statements. Those who enjoy the combination of different materials will love the way how the new product range combines different materials into a well balanced and up-to-date look. Unique temple constructions catch the eye and add an exclusive style element.

ET17527 – Women

Delicate and eye-catching: Made of very thin metal wire, this style has a lightweight and flowing appearance, which is underlined by a modern soft-square shape. The matt finish frame gives an elegant contrast to the shiny end tips. The open space between the front frame and the temple is a unique design detail of this smart-looking model.

Colours

535 Brown
538 Black
577 Purple



ET17528 – Women

Fully in style: The distinctive round shape lifts this elegant metal model into the premier league of fashionable eyewear. The open space on the end piece is an eye-catching detail. The shiny end tips attractively contrast with the matt finish of the frame.

Colours

515 Rose
535 Brown
538 Black



ET17529 – Women

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Mix it: Rounded metal temples perfectly blend into the soft squared design of this lightweight TR90 front and form an eye-catching, slightly avant-garde decoration detail. The ideal everyday companion for fashion-conscious women.

Colours
505 Gray
515 Rose
543 Blue
545 Havana



ET17533 – Men

Masculine mix: This handsome profile for men combines a matt transparent, lightweight TR90 front with shiny metal temples in silver or gun colors. The cut-out on the end piece shows the flat metal temple blending in and adds an elegant touch to this state-of-the-art fashion item. Muted tones of dark gray, navy blue and brown will be a perfect match to formal attire as well as more casual styles.

Colours
505 Gray
507 Navy Blue
535 Brown



ET17534 – Men

A jazzy look: This casual model is a youthfully designed style in a rectangular shape with soft-rounded edges. The colourful frame will be enjoyed by men who love brightening up their day with a touch of color. The very light TR90 material guarantees a comfortable fit. For a casual look and a tactile feel, the temple has a rubber part with a 3D squared pattern and contrasting color.

Colours
505 Gray
507 Navy Blue
535 Brown
538 Black



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About The Charmant Group:

For over 50 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 fulfil 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