

PRESS RELEASE

CHARMANT Z – Autumn/Winter 2017

CHARMANT Z is more than just a beautifully designed eyewear collection.

It is designed to support the ultimate in comfort and vision. The top-of-the-range brand from CHARMANT Group is aimed at self-confident men who care about high quality eyewear with functional beauty.

For the Autumn/Winter season 2017 CHARMANT Z is introducing eight cool new styles combining the latest technical innovation and sleek, sharp looks.

The sleek looking Z models are designed for self-confident males who would like to add an exciting touch of Z based style in their lives.

ZT19849 This sleek milling style frame features strong masculine contours with a minimal and sophisticated temple design. Plated details on end pieces and temples serve as eye-catchers and add a note of luxury. Crafted entirely from titanium of the highest quality this frame is lightweight yet strong. Heat sensitive nose pads adapt to the shape of the wearer's nose and provide all day comfort. Available in dark masculine tones of jet black, brown and grey.



GR

ZT19850 This universal shaped full rim milling style exudes a sleek, lean look thanks to its slim front and minimal temple profile. The use of titanium throughout as well as adaptive nose pads provides for an extremely supple and comfortable frame. Luxurious accents are provided by plated end pieces and temple detailing. Available in easy to mix and match tones of classic black, blue and grey.



BL

ZT19851 This half-rim style with a rectangular shape is made from a lightweight yet durable material mix of Z-Titanium, Elastomer and transparent plastic. The flexible Z-Titanium core

combined with black Elastomer parts allows the temple to open smoothly outside for a gentle and secure fit. Available in tones of black, brown, grey as well as white gold for a touch of flamboyance.



WG

ZT19852 The pursuit of innovation knows no boundaries. This full-rim frame with a soft square shape uses a lightweight combination of Z-Titanium, Elastomer and transparent plastic. Adaptive nose pads offer an exceptional feel-good fit and add to the outstanding wearing comfort. Sleek lines and cutting edge materials with painstaking detailing make this an easy and elegant wearing choice. Available in masculine tones of black, blue, brown and grey.



BR

ZT19853 This full rim style with a sleek rectangular shape sports a thicker but highly flexible temple and pushes the limits of what is technically possible in modern eyewear. The temple design combines a special mix of materials: Z-Titanium and a three-dimensional Elastomer block set in a streamline pattern. The result is a perfect harmony of light and shadow, softness and firmness, beauty and technology. Available in innovative two-tone combinations of black with blue, burgundy, grey or shiny black.



BK

ZT19854N A soft and deep shape gives this frame an intellectual vibe. The light plastic front is paired with a thin and clean titanium temple structure in contrasting duotones. The minimal style is accentuated by powerful yet fine plating detailing on the temples which add that little extra. Available in black and variations of brown and grey.



GR

ZT19855N This frame is a refreshing reinterpretation of the bookish retro look in cool masculine colours. The light plastic front extends through to a thin and clean temple structure with fine plated design details. Z-Titanium allows the temple to open smoothly outside for a gentle and secure fit. Available in timeless black, Havana patterns and grey.



DB

ZT19856N This titanium brow style with a cool and edgy shape exudes effortless cool. The thin and minimal temple structure flows seamlessly from the front through to luxury silver end-tips. A frame for weightwatchers, the lightweight titanium also offers great strength. Heat sensitive nose pads adapt to the nose shape and provide all day comfort. Dark masculine tones of black, blue and grey add contrast to the plated Z-Titanium temples.



BK



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 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 awareness 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 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