

ELLE
PRESS
RELEASE

OPTICAL
AUGUST 2017

ELLE

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It's all about Modern Femininity

New ELLE Eyewear Mixes soft and bold Designs

The ELLE style is unmistakable – it is elegant with a French urban look. Those with a passion for fashion will love the inspiring ELLE design bristling with Parisian flair. The vibrant French chic appeals to the independent, modern woman who enjoys playing with fashion codes. Dress up, dress down: The ELLE woman takes the liberty of creating her own style, experimenting and leading to ideas and empowerment.

The August 2017 optical collection captures the idea of modern femininity and the “Femme moderne”. Soft and round forms and design inspirations expertly blend with bold, geometric and straight modern influences. A feminine, strong color selection shows that the wearer is both elegant and confident.

EL13434 - acetate Elegant stripes! A stylish masterpiece, this new ELLE frame comes with a soft rectangular front shape. The elegant geometric, striped metal deco on the temple is absolutely in vogue. Realized in beautiful transparent acetate, the front displays a vibrant range of tone-in-tone hues and merges into a mono-colored temple. The sophisticated acetate model is available in black, brown, purple and rose.



EL13436 – TR90 Light and fluid! This new ELLE frame is tailored to suit the lifestyle of modern Parisian women. The fluid design inspiration is elegantly followed through from the smooth round front shape to the tips of the temple. In contrast, a geometric metal decoration shows the subtle graphic influence on this style. There is a wide choice of colors available: Classic Havana, an elegant grey havana gradient and two matt mono-colored styles in black and red.

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EL13437 - metal Round and geometric! Clearly, the main statement of this elegant new style is the criss-cross metal detail on the temple. Silver and geometric, it is a feminine eye-catcher harmonizing smoothly with the fluid temple shape. The three frame colors are toned-down mono brown, purple and red.



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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