

CHARMANT TITANIUM PERFECTION PRESS RELEASE – SEPTEMBER 2024

CHARMANT TITANIUM PERFECTION: NEW STYLES FOR NEW LEVELS OF SOPHISTICATION

High-quality titanium, exceptional lightness, hypoallergenic, incredible comfort – these are the defining features of CHARMANT Titanium Perfection glasses. Celebrated for their modern design and technological craftsmanship, these frames offer unmatched durability and sophistication, making them a standout choice for men and women.

Eight new styles, an expanded colour palette and fascinating technical details elevate this premium eyewear collection. Four women's models add instant elegance through flattering shapes, feminine accents and contemporary colour applications. Highlights include wavy temples and a palette ranging from dusky purple to sunrise peach. Men will love the classic minimalistic vibe, clean lines and individual details that lend character to four masculine styles. Unique bridge and temple constructions combined with sophisticated tones, like intense black or modern green, make these profiles as stylish as they are functional.

Consumer Benefits of CHARMANT Titanium Glasses

- Long-wearing comfort thanks to light, premium titanium and superior design
- Timelessly elegant looks for men and women
- Quality that's built to last: glasses that promise long-lasting wearing pleasure

Women

CH29848 / CH29849

Two-tone perfection

Elegant, two-tone colour applications, layered metal accents and sleek geometric temples characterise these contemporary women's eyeglasses (CH29848 and CH29849). The slightly oversized hexagonal look (CH29848) shines with a striking blend of light blue, sunrise peach or modern black on a gold or rose gold backdrop. On this feminine rounded profile (CH29849), dark green, dusk purple and arctic white fuse with gold or rose gold. A touch of metal on the top corner delivers an enticing lift that underlines the allure and style of these frames.



CH29848-BK



CH29849-WH

CH29850 / CH29851

Waves of sophistication

Be on the latest style wave in these flattering and innovative women's glasses (CH29850 and CH29851). Wavy 3D temples with beautiful etchings catch the light and all eyes. The soft and small rectangular frame (CH29850) delights in beautiful colour contrasts: dusk purple, dark green or sunset peach on stunning satin, rose or shiny gold. For understated elegance, this rimless rounded model (CH29851) pairs light transparency with colourful temples – matte black with gold, dusk purple with shiny gold and dark green with satin gold.



CH29850-OR



CH29851-GN



Men

CH29749 / CH29750

Streamlined colour elegance

Innovation adds a bold aesthetic that sets these new frames apart (CH29749 and CH29750): ultra-thin temples feature a sleek line of colour that elegantly pulls to the front. On this sleek rectangular profile (CH29749), available in green, navy or black, a keyhole bridge complements the sharp geometric lines. The versatile pantos style (CH29750) gets a contemporary twist and colour-contrasted temples: shiny black with navy temples, matte grey with green or blue-grey with orange. The bridge is denser than the rims and temples – an attractive contrast that adds a technical edge.



CH29749-BK



CH29750-BL

CH29751

An icon reinvented

Reimagine the Clubmaster for a new generation – this cool profile is a fresh, sophisticated spin on an icon. With refined details and finishes that underscore a masculine vibe, this pair showcases a high-tech design approach with striking angles and a moody colour palette: matt black on dark blue-grey, matt navy on matt gun or matt dark grey on red.



CH29751-BL

CH29752

Next-generation Pilot

The classic Pilot frame gets edgy refinements to blend vintage charm with modern flair. In this model, the contemporary silhouette and striking double bridge are instant eye-catchers. The clean, minimalist temples have a subtle colour groove – a touch of sophistication. Express your individuality in three different colour combinations: black with brown, black with green or navy with gun.



CH29752-GN

Link to download the product photos:

[CHARMANT TP September 2024 photos](#)

About CHARMANT Group

For 65 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.
