

# ELLE PRESS RELEASE

OPTICAL

AUTUMN/ WINTER 2024



ELLE

EYEWEAR COLLECTION | [elleboutique.com](http://elleboutique.com) | [#parisiananywhere](https://twitter.com/parisiananywhere)

ELLE Eyewear collection © 2024 ELLE Eyewear. EL 0000048

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## ELLE – PARISIAN CHARM MEETS UNIQUE FASHION FLAIR

Always dynamic, always bold, always chic. How does ELLE do it? This icon of Parisian fashion lives and breathes the elegance and individual fashion flair of the women who grace the French capital. More than just a fashion magazine, ELLE is a beacon of modern empowerment, inspiring women around the world to live strong, independent lives.

### Floral moods and boho-chic: introducing new ELLE glasses

Five new models are sheer ELLE style: classic yet contemporary, French-girl feminine and uniquely individual. Floral moods are found in botanical patterns, engravings and other accents. Vintage and wave motifs signal new Bohemian influences. Key colours include white and light grey for a clean look, botanical green and blue for a natural vibe, and bold black or dark red for a touch of sophistication.

#### EL13564

Pair these fashionable glasses with an oversized coat for instant autumn glamour. Made of light acetate, the soft rectangular profile is available in green, grey and rosé. Large temples reveal metal details with botanical engravings. Gorgeous patterns catch the eye on the green and grey models.



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#### EL13565

Tapping into the botanical elegance trend, these round acetate glasses feature intricate patterns and a swirling metal detail on the rims. 3-D stepping adds volume to the front. Try this fetching look in dark red, fresh blue and classic black.



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#### EL13566

These light and feminine glasses, with their round, flat-topped rims and vintage pattern on the sides, blend boho-chic with contemporary style. TR90 rims, metal temples and 3D rim stepping add rich texture. In grey, red or Havana, this look keeps you stylish around the clock.

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## EL13567

Seeking a lighter look? This slender, slightly vintage frame gently contours the face. The rounded metal rims feature a subtle colour detail and a wave motif that extends into the temples. Slip on this model, in black, red or Havana for instant Parisian allure.



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## EL13568

Elegance gets a sensuous twist in this contemporary metal frame. Soft square rims feature a fetching upturn. Leaf engravings on the rims and a botanical metal detail on temples add rich individuality. Available in white, green and black, colour accents on green and black models are reflected on the sides.



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Enjoy high-res jpg files here:

[ELLE Optical A/W 2024 Press Release Images](#)

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About ELLE:

With 45 editions in the world and 21 million readers, the ELLE magazine is the leading reference for fashion, beauty and lifestyle. ELLE has built its worldwide recognition, becoming synonym of "everything" to do with woman, thanks to the four letters logo meaning "she" in French. Since 1945, and forever, ELLE's mission is to accompany women to make a better world with its core values: JOIE DE VIVRE (optimism and positiveness), FREEDOM and GENEROSITY. ELLE focuses on creating products that are accessible to all while allowing each individual to stand out in a crowd. The ELLE style is a mix of effortless elegance and playful refinement with bold combinations, which will make the difference. Twisting a silhouette to give it that « French touch », that little extra that makes it so Parisian.

The ELLE brand is owned by Hachette Filipacchi Presse (a Lagardère News company) based in France. L.A.E. is in charge of the ELLE brand non-media extension worldwide inside the Lagardère Group. Discover more about the ELLE world on [www.elleboutique.com](http://www.elleboutique.com)

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### About Charmant Group:

For over sixty 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.