

ELLE PRESS RELEASE

SUNWEAR 2025



EYEWEAR COLLECTION | elleboutique.com | [#parisiananywhere](https://www.instagram.com/parisiananywhere)

ELLE.COM

PRESS RELEASE

Sunwear 2025

MAXIMUM FRENCH GLAMOUR WITH NEW ELLE SUNGLASSES

CHIC COLOURS AND ORNATE DETAILS MAKE SUMMER FASHION PERFECT

Unleash irresistible French girl charm in a beautiful pair of ELLE sunglasses. Steeped in Parisian heritage, ELLE brings fashion to everyone, celebrating what makes you special and empowering women to stand tall, be strong and lead independent lives. This spirit shines through in stylish ELLE eyewear, accessories and apparel for a contemporary look that embodies standout Parisian chic.

ELLE adds new designs to its popular sunglasses line. The classic acetate and metal shades are for stylish, on-the-go women who want to look unique and feel comfortable. Round, square, oval and geometric profiles are the perfect showcase for trendy design inspirations. Subtle patterns reflect floral moods while bohemian influences are found in elegant metal details. Key colour highlights of this vibrant summer collection include botanical green and blue, elegant black and rich dark red.

EL14958 Complete your summer look with these chic oval-shaped acetate sunglasses by ELLE. Boasting bohemian-inspired metal details, they come in classic black, vibrant green and rich dark red. The green and red models reveal striking patterned temples. This is the chic eyewear choice for summer picnics and beach strolls.



EL14959 Channel your free spirit with these boho-glam acetate sunglasses by ELLE. Softly square and adorned with arty metal details, they look exquisite with a cool caftan or frilly boho shirt. Available in soft rose with patterned temples, patterned green and classic black, these shades set the stage for dreamy summer adventures.



EL14962 Express youthful Parisian flair in these charming ELLE sunglasses. The contemporary rounded rims and floral-inspired delicate patterns are instantly

PRESS RELEASE

Sunwear 2025

appealing. Available in brown and black with temple patterns, and cool blue with front detailing, these light acetate shades are chic with casual summer looks.



EL14963 Here comes your ultimate accessory for a glamorous summer party or wedding. Boasting a high-fashion geometric shape and a subtle floral pattern on the upper rim, these light acetate sunglasses are both stylish and refined. A gold metal detail on the temples is a high-end touch. Go for elegant black, or turn heads with a gradient brown model or modern green with patterned temples



EL14964 Parisian cool meets iconic glamour in this attractive acetate frame. The bold square profile is made of lightweight acetate and comes in elegant black, creamy beige and patterned red. You'll be charmed by gold or silver metal detailing on the upper rim tops – a style feature that delivers a polished, high-end vibe.



EL14965 Pop on these soft square acetate sunglasses to stay cool and look elegant all summer long. Featuring gold metal details and available in fresh brown, black, and purple with patterned temples, these shades feel great to wear all day and guarantee effortless style.



PRESS RELEASE

Sunwear 2025

EL14969 Step into the world of high fashion with these soft square ELLE sunglasses. Made of lightweight acetate, striking elements evoke designer exclusivity: transparent temples with a boho metal core and a rich linear pattern on the green model. This summer favourite looks simply beautiful in champagne rose, botanic green and classic black.



EL14971 The darlings of the catwalk – rounded metallic sunglasses. Get the look in these cool ELLE classics. Colour details on the front and delicate floral patterns on the temples inject contemporary flair. Add a stripy t-shirt and denim jorts and you're ready for summer fun.



Enjoy high-res jpg files here:

[ELLE Sunwear 2025](#)

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

Website: www.elleboutique.com

Facebook: @ElleBoutiqueWorld

Instagram: @ElleBoutique

PRESS RELEASE

Sunwear 2025

About CHARMANT Group:

For over 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 its 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 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 eyewear frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.