



PRESS RELEASE
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AD LIB EYEWEAR: where shifting perspectives redefines style

Look at the world through a different lens – that's Ad Lib.

Modern, individual, relaxed, these premium glasses are inspired by world-famous composers, filmmakers and other visionaries, free spirits who rewrote the rules and shifted perspectives with their creativity. To channel that maverick energy, Ad Lib designers have created edgy and fashionable looks, high-quality statement-making frames that sit comfortably and add colour to your life.

Following the success of the recent Ad Lib relaunch, eight new frames join the dynamic line-up. From Berenice Alice Abbott to Peter Lindbergh, each model is named after a creative trailblazer who broke with convention and shifted perspectives. Titanium, acetate and mixed material profiles elevate your style and are perfected for long-wearing comfort. Ad Lib's signature use of colour takes centre stage in cool contrasts, frosted effects and beautiful gradient finishes that stand out without trying too hard. Fresh shades and exciting new tones like Ice Blue delight while offering an elegant way to express your individuality.

Ad Lib collection highlights

- o Shifting perspectives – an edgy brand essence and look
- o Innovative frame materials and material mixes
- o Trend-setting tones and unique colour palettes
- o Modern designs with a fresh, youthful style
- o Trailblazing inspirations like Mary Quant or Ennio Morricone
- o Precision-crafted with Japanese technology

MEN



AB3363 PETER

Peter Lindbergh shifted perspectives by freeing beauty from perfection and celebrating individuality in his iconic photography.

This rectangular titanium frame reflects his vision in a sleek dual-colour front and textured temples. Available in striking blue, green, and teal, a polarized clip-on ensures effortless style and clarity under the sun. A true statement of modern masculinity.

**AB3364 CHARLES**

Charles Ormond Eames shifted perspectives and reshaped modern design with his groundbreaking work in architecture and industrial design. The Charles frame echoes this legacy in an urban, mixed-material octagonal profile. A blue, green or fluorescent yellow top bar aligns seamlessly with long end tips on a light titanium silhouette. This fashion-forward look is a fitting tribute to Eames' transformative vision.

**AB3359 GEORGE**

George Orwell redefined storytelling and shifted perspectives with his sharp critique of society and iconic works like 1984. Inspired by his bold vision, this premium men's model stands out thanks to its sculpted geometric profile in high-quality titanium, bevelled surfaces and 3D detailing.

Dual-colour accents grace the green, navy and grey models, while the blue look debuts an exclusive Ice Blue hue—a daring step into the future of style.

**AB3366 RICHARD**

What shapes how you see the world? Richard Serra's bold sculptures shifted perspectives and changed how we connect with art and space. We find his vibe in this minimalist hexagonal frame – an edgy look with unique features: cool bi-colour rims, frosted transparent end tips and textured patterns on the sides. Available in vivid blue, brown, dark green and exciting new Ice Blue, these everyday titanium glasses are perfect for men who make their own rules.

**AB3367 ENNIO**

Command attention with understated confidence – this crown pantos titanium frame is light, edgy and unmistakably modern. Ennio Morricone, the legendary composer used unconventional instrumentation to shift perspectives and reimagine the sound of cinema. His approach inspires these glasses through unique bi-colour details and distinctive frosted transparent accents. In black, dark green, green, or navy, this frame works for a tailored impression or relaxed sophistication.



AB3609 BERENICE

Effortlessly bold with a touch of intrigue, this acetate frame features a soft square shape in striking colour gradients. Trailblazing photographer Berenice Abbot inspires this look – her dynamic photographs of New York architecture shifted perspectives and led to a stylish new way of looking through the lens. 3D bevelled details give this frame a sculpted edge. In black, blue, green or violet, this is contemporary chic for any occasion.



AB3611 MARY

Pair it with an oversized jacket or patterned sweater – the Mary frame captures the transformative energy of 1960s MOD style. Inspired by Mary Quant, the British designer who shifted perspectives of women’s fashion with youthful designs like the iconic miniskirt, this rounded titanium profile is light, comfortable and beautifully detailed. Two-tone colour masking sprays on the front and temples complete this statement look in black, blue, fuchsia and navy.



AB3612 RAY

Step into the new year with eyewear that’s perfect for virtual meetings and everyday style. Artist and designer Ray Eames shifted perspectives on graphic and furniture design and inspires this unique rounded shape with edgy angles. Made of titanium with long acetate tips, lacquered colours in fresh tones like stylish teal, light blue, warm brown, and vivid blue make this an attractive and fashionable accessory for wherever your day takes you.

High-resolution images of the entire Ad Lib optical collection for January 2025 can be found at the following link:

<https://photos.app.goo.gl/myE3jLT9p5nrZe3R9>



About the 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 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.

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