

ELLE PRESS RELEASE

OPTICAL

SPRING/SUMMER 2025



PRESS RELEASE

Spring/Summer 2025

ELLE EYEWEAR: CHIC JUST GOT A REVAMP

Born in Paris. Loved worldwide. As one of the first influencers, over the decades, ELLE has shaped style and empowered women across the globe. Going beyond fashion, ELLE is a mindset. Celebrating individual flair and blending modern with classic elements, ELLE is for women who confidently follow their own path. ELLE Eyewear reflects this spirit in expressive frames that are chic and unique.

New year. New direction.

The new ELLE Eyewear collection marks the beginning of an exciting new design chapter. With a focus on high-quality acetate and metal frames, the collection introduces fresh, modern styles and a sophisticated aesthetic. Subtle metal accents take a back seat to vibrant colors and elegant patterns, while striking details like the new metallic foil logo elevate the designs. The captivating new color selection includes feminine plum berry, bold sage, and energetic emerald green, alongside versatile beige and metallic tones for a lighter, understated touch. More fashionable and youthful than ever, these frames appeal to those who are always ahead of the curve, while retaining ELLE's signature elegance and femininity. This collection embodies contemporary luxury and stylish innovation – a must-have for women who value design, quality, and individuality.

EL13579

Unleash your bold side in eyewear for women who love fashion and colour. These thick, full-rim frames by ELLE are rounded with soft geometric influences. Colour contrasts come to life – laminated acetates create a stunning interplay where dappled Havanas and delicate patterns meet solid hues of blue, brown, pink, purple and diverse green shades. A metal logo and decorative strip add a note of quiet luxury.



BL



BR



PK



PU

PRESS RELEASE

Spring/Summer 2025

EL13580

Your eyewear should be as one-of-a-kind as you. This attractive acetate frame from ELLE gets it right – oversized yet slender, striking but understated. The soft-square shape is very modern. Marbled, Havana and transparent tones express just enough fashionable flair. Feeling daring? Try vivid red. Prefer something softer? Pastel greens, browns or blues have a lighter vibe. It's a look that complements everything, every day.



BL



BR



GN



RE

EL13581

Sophistication meets understatement in this minimalist metal eyewear by ELLE. Geometric accents are strikingly modern on the rounded profile. Available in matte or shiny gold, this everyday look features subtle colour accents in beige, black or berry pink on the denser rim top and tips. With thoughtful details, like rim patterns, slender temples and a printed logo, this frame is designed to impress.



BE



BK



PK

EL13582

These ELLE eyeglasses turns heads for all the right reasons – they are effortlessly fashionable, daring and beautifully crafted. A 3D bevel top and two-tone colour layers give them a fresh vibe. Large temples reveal a patterned golden metal core on the outside of the purple and black models, and on the inside of the tortoise style. Transparent or coloured layers create subtle light effects. Small fitting, this is an iconic choice for brunch dates or office looks.

PRESS RELEASE

Spring/Summer 2025



BK



PU



TT

EL13585

When standing out is about thoughtful fashion choices, these ELLE glasses are the perfect pick. This modern soft square frame in light acetate is made to flatter almost every face. Rich patterns, cool contrasts and beautiful colour selections – transparent beige, deep berry, dark red or tortoiseshell with yellow accents – add that perfect pop of personality.



BE



PU



RE



BL

Enjoy high-res png files here:

<https://photos.app.goo.gl/3VspVSjSgoM2ZxyG8>

About ELLE:

With 50 editions and 20 million readers in the world, 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

Spring/Summer 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.

For further information please contact:

CHARMANT Europe _ Lisette Veldhuis _ +31 (0)348-416646 _ lisette.veldhuis@charmant.eu _ www.charmant.com