

CHARMANT
TITANIUM PERFECTION

PRESS RELEASE

CHARMANT Titanium Perfection Introduces New & Creative Eyewear Designs That Bring Everyday Confidence To Life, Subtly Influenced By The Essence Of Autumn



CHARMANT Titanium Perfection Introduces New & Creative Eyewear Designs That Bring
Everyday Confidence To Life, Subtly Influenced By The Essence Of Autumn

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Release Date: September 2025

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FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (September 2025) – CHARMANT Titanium Perfection introduces new and creative eyewear designs that bring everyday confidence to life, subtly influenced by the essence of autumn. CHARMANT Titanium Perfection is all about eyewear that works as hard as you do. Made of superior titanium, these modern frames are lightweight, durable and packed with elegance. No compromises – just pure sophistication for people who know who they are and what they want.

The new CHARMANT Titanium Perfection collection has been enriched with four new optical models, each boasting unique design elements, like elongated metal hinges, that immediately capture everyone's attention. The two men's styles offer a simple yet refreshing look, perfect for autumn fashion. In contrast, the two women's styles showcase vibrant hand-applied colors and bold silhouettes, perfect for the chic fashionista, and also inspiring autumn looks. Elegant browns, sophisticated blues, lively wine, pretty purple, timeless greens, and classic blacks breathe life into the eyewear wearer.

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

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Precision. Strength. Style.

CH29141 (Men): Modern sophistication. Full rim rectangular frame shape. Titanium frame material. Coloration on the front, transitions to elongated metal hinges and colored end tips. Spring hinges for added comfort. Available in blue, dark brown, and gray.

Size: 55-17-145 mm B: 39 mm ED: 60 mm



Blue



Dark Brown



Gray

CH29142 (Men): Simple style. Semi rimeless rectangular frame shape. Titanium frame material. Coloration on the front, transitions to colored elongated metal hinges and colored end tips. Black color option features an inner tortoise temple and temple tips. Spring hinges for added comfort. Available in black, dark gray, and green.

Size: 54-18-145 mm B: 36 mm ED: 59 mm



Black



Dark Gray



Green

CH29246 (Women): Fashion statement. Angular square frame shape. Beta Titanium frame material provides strength and flexibility. Neo II coloration applied by hand to the frames front and bridge. Decorative elongated hinges, transition to colored end tips. End tips have a marble finish on the inside and solid color on the outside. Regular hinges. Available in black, green, and purple.

Size: 53-17-140 mm B: 44 mm ED: 57 mm



Black



Green



Purple

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CH29247 (Women): Elegant beauty. Semi rimless butterfly frame shape. Beta Titanium frame material provides strength and flexibility. Elevated brow line, with Neo II coloration applied by hand matching the end tips. End tips have a marble finish on the inside and solid color on the outside. Regular hinges. Available in blue, brown, and wine.

Size: 52-16-140 mm B: 41 mm ED: 58 mm



Blue



Brown



Wine



CHARMANT Titanium Perfection Eyewear is available at your local eyecare practitioner store across the US. To learn more about CHARMANT Titanium Perfection, visit

www.charmant.com/us/brands/charmant-titanium-perfection

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 for uncompromising high product quality, the Japanese company has developed into one of

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the most important producers and providers 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 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.

About CHARMANT USA:

CHARMANT USA Inc., established in 1982, is a top eyewear manufacturer, designer, and distributor, offering US-specific styles from house and license brands. CHARMANT's commitment to quality manufacturing remains unsurpassed, producing attractive and comfortable frames. CHARMANT USA Inc. was awarded ELLE's Best Marketing Activation in 2023. CHARMANT USA Inc. products can be seen in top eyewear magazines and online press. Nominated in the 2025 NOW Trend Showcase at Vision Expo East in four categories, including sensorial design, innovation, memories are made of, and consciously designed. CHARMANT was selected as 2025 Ultimate Partner in Jobson's Vision Monday Magazine and 20/20 Magazine reader survey. CHARMANT will exclusively take on the design, development, and distribution of optical frames and sunglasses for premium sports brand HEAD launching Fall 2025. Whether your patient is looking for trendy or classic, bold, or subtle – you'll find a wide assortment of superior frames your patients can rely on. The variety of brands CHARMANT USA Inc. carries include Line Art CHARMANT, CHARMANT Japanese Made, CHARMANT Titanium Perfection, Minamoto, Aristar, Elle, Head, Isaac Mizrahi New York, Eddie Bauer, and Esprit.

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