

CHARMANT PRESS RELEASE

**2025 CHARMANT Holiday Must-Haves to
Revitalize Your Optical Office & Impress Your Clientele**
CHARMANT USA's Leading House & Licensed Brands



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Charmant USA Inc.
Rachel Gunderman
Marketing Coordinator
rgunderman@charmant.com

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FOR IMMEDIATE RELEASE

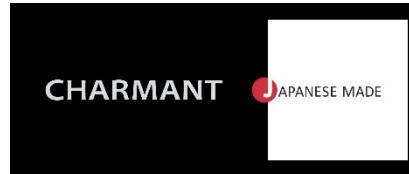
(Morris Plains, NJ) – (November 2025)– 'Tis the season for holiday shopping, and as the new year approaches, many consumers are on the hunt for stylish eyewear, either as gifts for loved ones or for themselves. CHARMANT offers an extensive inventory that caters to everyone looking to upgrade to the latest on-trend frames. If you're new to CHARMANT, we provide enticing promotions and deals tailored to meet your needs and delight your customers. Refreshing your store's inventory before year-end with CHARMANT collections will introduce fresh looks and design features, ensuring a 'wow' factor to captivate your clientele.

CHARMANT's house brands are renowned for its comfort and quality. The CHARMANT Japanese Made collection enhances both style and comfort with its innovative "MotionTech" temple design. Meanwhile, CHARMANT Titanium Perfection is celebrated for its lightness and durability, especially in the Pressure Mount series. Line Art CHARMANT offers a harmonious blend of beauty and storytelling spirit of music in its temple designs. Minamoto provides meticulously crafted, high-end Japanese eyewear that appeals to the fashion-forward. ARISTAR is an essential choice, meeting the demand for affordable frames while maintaining outstanding functionality and appeal.

CHARMANT USA has many different well-known licensed brands many retailers are eager to sell, and customers yearn to wear! The ELLE style is a mix of effortless elegance and playful refinement with bold combinations, which will make the difference. Inspired by iconic classic American design, Isaac Mizrahi eyewear for men brings a fresh take to contemporary styles, reimagining the modern gentleman's look, while the women's collection is timelessly chic for the modern trendy women. Eddie Bauer eyewear appeals to the outdoors and the outdoorsy, inspire everyone to live their adventure.

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CHARMANT, WE MAKE THE WORLD'S MOST COMFORTABLE EYEWEAR.



The CHARMANT Japanese Made collection elevates both style and comfort, creating a harmonious blend that captivates the fashion-forward and comfort-conscious alike. Featuring the innovative 'MotionTech' shock-absorbing temple technology, patented in both the United States and Japan, these frames exemplify Charmant's dedication to comfort and quality. More than just an accessory, they are high-quality eyewear that seamlessly integrate into your everyday lifestyle.

CH41200 (Men): Truly prioritizing quality and comfort. Vintage-inspired frame shape, in a titanium/TR90 brow and beta titanium temples. 'MotionTech' temple technology reduces pressure on the ears for maximum comfort. Adjustable nose pads. Quality Japanese made eyewear. Available in black, blue, and khaki.

Size: 53-17-150 mm B: 37 mm ED: 57 mm



Black



Blue



Khaki

CH41500 (Women): Balancing both performance and appeal. Fashionable transparent rectangular frame shape, in a TR90 front and beta titanium temples. 'MotionTech' temple technology reduces pressure on the ears for maximum comfort. Adjustable nose pads. Quality Japanese made eyewear. Available in blue, green, and wine.

Size: 54-16-142 mm B: 37 mm ED: 57 mm



Blue



Green



Wine

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CHARMANT
TITANIUM PERFECTION

Since the 1980s, CHARMANT Titanium Perfection has been transforming the eyewear industry with its exceptional blend of lightness, durability, and hypoallergenic qualities. These titanium glasses are 48% lighter than those crafted from conventional metals, providing a gentle and comfortable fit on the ears and nose. Known for its robust strength and corrosion resistance, titanium endures everyday use. The incorporation of beta-titanium further enhances flexibility, increasing the functionality of the frames. With a timeless design that embodies confidence and sophistication, these stylish glasses are an ideal choice for both men and women.

CH29137 (Men): Urban sophistication. A soft rectangular frame shape made from nylon, semi-rimless, with beta titanium temples for flexibility. A narrow-size option for a more inclusive fit. Regular hinges. Adjustable nose pads provide added comfort. Available in brown, dark gray, and blue.

Size: 49-18-140 mm B: 35 mm ED: 53 mm



Brown



Dark Gray



Blue

CH29242 (Women): Fashion forward! Updated classic nylon rimless with Beta Titanium temples for flexibility. Sophisticated open endpiece chain design at the hinge. Hand applied NEO II on temple to match the eye rims. A narrow-size option for a more inclusive fit. Adjustable nose pads for added comfort. Regular hinges. Available in blue, gray, and wine.

Size: 49-17-135 mm B: 37 mm ED: 55 mm



Blue



Gray



Wine

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Line Art
CHARMANT

You deserve the finest when it comes to eyewear, and Line Art CHARMANT glasses for women deliver just that. These elegant frames are a perfect blend of beauty, lightweight design, and unparalleled comfort that you'll notice immediately. Inspired by the spirit of music, the glasses feature subtly ornate and dainty profiles, showcasing luxurious craftsmanship and advanced technology through the specially developed excellence-titan material. With distinctive 3-D temple lines, they offer a beauty you can feel, complemented by a light-as-air touch and a secure fit.

XL2186 (Pressure Mount): Alluring and light – this sleek catty/butterfly shape lifts up facial expressions in an elegant way. Straight sidelines create a sharper Look. Quintet versatile five-line temple design provides the experience of the true essence of seeing and being seen. From daily wear to special occasions, this luxury eyewear is both comfortable and chic. Good for progressive lenses. Japanese rich and high-quality coloring gives gorgeous profile. Neo II color applied by hand to the delicate brow line & temple lines. Available in navy, rose gold, and silver.

Size: 52-17-141 mm B: 41 mm



Navy



Rose Gold



Silver

MINAMOTO 

Minamoto represents the essence of authentic Japanese eyewear. Crafted in the heartland of Japan's eyewear production, where our heritage originates, Minamoto frames embody beauty through simplicity. Our manufacturing process seamlessly integrates both contemporary and traditional techniques, with a focus on achieving exceptional quality. Each design is crafted from premium Japanese materials, including titanium, beta-titanium, and biodegradable acetate. Delicate Japanese kanji engravings, such as the Minamoto logo, grace each frame, adding a touch of cultural elegance.

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MN31029: Carve out your path with patience and persistence. That's Zen counsel to reach your goals, and the spirit of the Kyunen model. This striking geometric look fuses biodegradable acetate eye shape rings with a slender beta-titanium frame. In gold plated and white, the rose gold model reveals a delightful sumi-nagashi pattern.

Size: 49-22-145 mm B: 42 mm



Gold Plated



Rose Gold



Antique Gold

ARiSTAR

In response to the growing demand for well-priced frames, CHARMANT designers revisited the drawing board, resulting in the creation of the ARiSTAR collection. This innovative line offers a timeless and budget-friendly aesthetic, aiming to appeal to a diverse range of preferences while maintaining excellent functionality. The collection boasts a comprehensive array of styles, including slender, semi-rimless, and full-rim models. These versatile frames are perfect for any occasion, effortlessly transitioning from professional environments to casual settings.

AR30832 (Women): Uplifting butterfly eye shape with open lattice temple design in metal. Adjustable nose pads and spring hinges for added comfort. Available in brown, green, and purple.

Size: 51-16-140 mm B: 39 mm & 53-16-140 mm B: 41 mm



Brown



Green



Purple

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ELLE

ELLE is a Parisian state of mind. Born 80 years ago as the iconic magazine, this global style label has never lost its spark – or its roots – as a voice for women who live boldly and dress with flair. 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.

EL13573: Elegance gets a sensuous twist. Soft rectangular shape made from PPSU. Small gold temple accent. Magnetic clip-on made from TR90 material with TAC Polarized lens material. Available in green, gray, and rose.

Size: 53-17-140 mm B: 39 mm



Green



Gray



Rose

ISAAC MIZRAHI

NEW YORK™

The Isaac Mizrahi New York brand is an iconic American fashion label, founded by designer Isaac Mizrahi in 1987. Inspired by iconic classic American design, Isaac Mizrahi eyewear for men brings a fresh take to contemporary styles, reimagining the modern gentleman's look. Whether you're enjoying a coffee with friends at a cozy café or attending an elegant dinner, these eyewear pieces seamlessly elevate any ensemble, adding a touch of polish and fashion-forward flair. Isaac Mizrahi eyewear for women is timelessly chic for the modern trendy women. This collection showcases a range of styles from classic cat-eye to contemporary butterfly frames. Inspired by the iconic design

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aesthetic of Isaac Mizrahi, each piece exudes sophistication and a cosmopolitan flair, adding a touch of fun and vibrancy to any wardrobe. The frames capture the essence of Isaac Mizrahi's creativity, featuring unique twists on classic prints and bold, vibrant colors.

IM36013: Strong and confident. A masculine rectangle frame shape made from acetate material. Magnetic TR90 clip-on with TAC polarized lenses provides UV protection and eliminates reflective glare from shiny surfaces. Spring hinges for added wearer comfort. Available in black, green, and tortoise.

Size: 56-18-150 mm B: 40 mm ED: 61 mm



IM30057N: Beautiful soft pastels in a crystal collection! Uplifting cat-eye Acetate and Stainless-Steel frame shape with openings in the upper corners for added style. Spring hinges for added comfort. Available in green, gray, and rose.

Size: 53-17-140 mm B: 42 mm ED: 57 mm



EDDIE BAUER 

Eddie Bauer's vision statement is to inspire, enable, and empower everyone to experience the outdoors and live their adventure. In 1920, Eddie Bauer opened a small shop in Seattle. A century later, Eddie Bauer is still building on what Eddie and Stine started: outfitting people for the outdoors—and the outdoorsy—that works hard, looks good, and welcomes everyone in. For the hardcore camper and the high-maintenance glamper. For park walkers, peak baggers, and après-

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anything types. We're the outdoor brand for all of it. Eddie Bauer prescription eyeglasses and sunglasses are designed with stylish versatility, making them perfect for any adventure.

EB32099: Adventures await! Full rim beta-titanium rectangular shape, with grippable rubber accents on temple tips for a secure fit. Color continues from the front of frame to temple tips. Regular hinges. Available in blue, gray, and light brown.

Size: 55-17-145 mm B: 38 mm ED: 60 mm



Blue



Gray



Light Brown

CHARMANT USA's eyewear collections are available at your local eyecare practitioner store across the US. To learn more, visit www.charmant.com/us

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 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.

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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 January 2026. 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.

For Further Information Please Contact:

Rachel Gunderman
Marketing Coordinator
RGunderman@charmant.com

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