

EDDIE BAUER

Eddie Bauer and CHARMANT USA Launch Eyewear Perfect For Every Winter Adventure!



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PRESS RELEASE

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CHARMANT

FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (January 2026)- This winter, Eddie Bauer offers the ideal look and aesthetic for outdoor enthusiasts. Whether you're exploring nature or embarking on urban adventures, Eddie Bauer eyewear is your perfect companion. The 2026 collection features new styles in trending colors and larger fits, ensuring comfort and flair for everyone.

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-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.

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EB32103: Explore and unwind! This stylish deep rectangular frame is crafted from lightweight PPSU material, ensuring both durability and comfort. The frame showcases a cohesive design with matching color on the front and temples, complemented by elegant tortoise-patterned end tips. Featuring standard hinges for reliable functionality, these frames are designed to provide a "Wide" fit, offering an inclusive option for a variety of face shapes. Choose from a selection of sophisticated colors: gray, khaki, and tortoise.

Size: 57-16-150 mm **B:** 43 mm **ED:** 64 mm



EB32104: Adventure! These Eddie Bauer glasses feature a soft, rectangular frame. The front is crafted from lightweight TR90 material and complemented by sleek stainless-steel temples. Equipped with regular hinges and available in a core size. Perfect accessory for outdoor enthusiasts who don't want to compromise on style. Choose from three classic colors: black, green, and tortoise.

Size: 55-14-148 mm **B:** 38 mm **ED:** 60 mm



EB32105: Outdoorsy! Crafted with a sleek, elongated stainless steel frame, these frames ensure durability in all outdoor conditions. They feature adjustable nose pads for enhanced comfort, and a sporty bridge adds a touch of style. Equipped with regular hinges and available in a standard size, these glasses come in a choice of black, green, and gunmetal colors.

Size: 53-17-145 mm **B:** 34 mm **ED:** 57 mm



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Eddie Bauer Eyewear is available at your local eyecare practitioner store across the US. To learn more about Eddie Bauer, visit www.charmant.com/us/brands/eddie-bauer

About Eddie Bauer:

For the outdoors, and the outdoorsy. In 1920, Eddie Bauer opened a small shop in Seattle. A century later, it's still rooted in the same idea: make gear that works hard and wears well—whether summiting a peak or exploring a local park. Eddie Bauer has outfitted record-breaking expeditions and weekend wanderers. Now, as it heads into its next 100 years, it's focused on keeping the outdoors open—for everyone.

For more information, visit eddiebauer.com.

Follow Eddie Bauer on Instagram, Facebook and Twitter.

About Authentic Brands Group:

Authentic Brands Group (Authentic) is a unified platform that integrates M&A, licensing, brand strategy and digital innovation to unlock the power of its global portfolio. It connects iconic sports, lifestyle, entertainment and media brands with best-in-class partners to optimize long-term value in the marketplace. Authentic owns more than 50 global brands, generating approximately \$32 billion in annual retail sales. These brands have a significant presence in 150 countries, with more than 13,000 freestanding stores and shop-in-shops, as well as 400,000 points of sale worldwide.

Authentic's portfolio of globally recognized brands includes Shaquille O'Neal, David Beckham, Reebok, Champion, Nautica, Elvis Presley, Marilyn Monroe, Sports Illustrated, Eddie Bauer, Aéropostale, Lucky Brand, Nine West, Brooks Brothers, Juicy Couture, Vince Camuto, Quiksilver, Billabong, Sperry, Hunter and Ted Baker. Through its joint venture with Saks Global, Authentic Luxury Group (ALG), it drives growth for luxury and accessible luxury brands, including Barneys New York, Judith Leiber, Hervé Léger, Vince, Neiman Marcus, Saks Fifth Avenue and Saks OFF 5TH.

For more information, visit authentic.com.

Follow Authentic on LinkedIn, Instagram, X and WeChat.

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



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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 dependent 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.

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 exclusively took on the design, development, and distribution of optical frames and sunglasses for premium sports brand HEAD. 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, and Eddie Bauer.

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