

# ELLE PRESS RELEASE

ELLE and CHARMANT USA Launch Eyewear Collection  
Featuring Clip-On Styles, Spring Hues, and Parisian Flair.



SINCE  
1945  
& FOREVER

ELLE

EYEWEAR COLLECTION | [elleboutique.com](http://elleboutique.com) | #parisiananywhere

ELLE | @elleboutique | #parisiananywhere

# PRESS RELEASE

ELLE and CHARMANT USA Launch Eyewear Collection  
Featuring Clip-On Styles, Spring Hues, and Parisian Flair.

---

CHARMANT USA Inc.  
Rachel Gunderman  
Marketing Coordinator  
[rgunderman@charmant.com](mailto:rgunderman@charmant.com)

Release Date: February 2026

# CHARMANT

## FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (February 2026)- ELLE brings the pulse of Paris to everyday fashion, with pieces that are chic, feminine and brimming with personality. With ELLE, style is a playground for originality, a way to live with confidence and joy. But it goes deeper – this iconic name has been a symbol for emancipation and self-expression for decades. A voice that encourages women to pursue independence and follow their own rules – in life and in fashion.

Make a stylish entrance into the new year in a modern and feminine ELLE frame. Geometric, square and rounded shapes are crafted from lightweight acetate. True to ELLE, the secret is in the details: grooved decorations and tasteful lamination options deliver exclusive character. Clip-on options offer versatility as spring and summer approach. With a palette of warm browns and aubergine, black and grey, or accents of shiny golds, these color choices are sure to delight and inspire. Striking yet personal, this is eyewear that lets your style shine with flair and elegance.

**SEE THE WORLD YOUR WAY: NEW ELLE EYEWEAR FOR BOLD ORIGINALS**

ELLE

# PRESS RELEASE

ELLE and CHARMANT USA Launch Eyewear Collection  
Featuring Clip-On Styles, Spring Hues, and Parisian Flair.

**EL13504N:** Embrace the essence of Parisian elegance. A meticulously crafted soft, rounded frame in the lightweight TR90 frame material. The design is accentuated by an exquisite metal embellishment adorning the temples, offering a touch of sophistication. Catering to various face shapes, our narrow size option ensures a perfect fit for all. This trending and popular frame features a transparent color palette in shades of blue, gray, and purple.

**Size:** 49-17-135 mm **B:** 38 mm | 51-17-140 mm **B:** 40 mm



**EL13598:** Introducing chic eyewear with the essence of Parisian elegance. This softly rectangular frame is crafted from lightweight TR90 material, ensuring both comfort and style. The frame features an elegant metal endpiece that transitions smoothly into a gradient temple for the rose and teal choices, while the gray option is complemented by solid black temples. Designed to accommodate a wider fit, this frame offers a more inclusive and flattering experience. Available in sophisticated hues of gray, rose, and teal.

**Size:** 54-16-140 mm **B:** 40 mm | 56-16-145 mm **B:** 42 mm



**EL13599:** Discover the perfect blend of style and sophistication. Our butterfly-shaped frames feature a convenient polarized clip-on. These chic frames are designed to stand out effortlessly, thanks to their trendy eye-catching colors. Available in stunning shades of blue, rose, and tortoise, they offer a versatile and fashionable choice for any occasion.

**Size:** 54-16-145 mm **B:** 43 mm



ELLE

# PRESS RELEASE

ELLE and CHARMANT USA Launch Eyewear Collection  
Featuring Clip-On Styles, Spring Hues, and Parisian Flair.

---

**EL13600:** Immerse yourself in the sophistication of Paris with the charm of an oversized frame design. These square-shaped frames showcase a striking, solid front color that effortlessly transitions into solid temples with gradient color end tips for the black and light brown options. In contrast, the red variant features both gradient temples and temple tips. Designed with a wider size option, they ensure a comfortable and inclusive fit for everyone.

**Size:** 56-16-145 mm **B:** 46 mm



---

ELLE eyewear is available at your local eyecare practitioner store across the US. To learn more about ELLE, visit [www.charmant.com/us/brands/elle-1](http://www.charmant.com/us/brands/elle-1)

## About ELLE:

With 50 editions in the world and 20 million readers, 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](http://www.elleboutique.com)

Website: [www.elleboutique.com](http://www.elleboutique.com)

ELLE

# PRESS RELEASE

ELLE and CHARMANT USA Launch Eyewear Collection  
Featuring Clip-On Styles, Spring Hues, and Parisian Flair.

---

Facebook: @ElleBoutiqueWorld

Instagram: @ElleBoutique

## **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 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.

## **For Further Information Please Contact:**

Rachel Gunderman

Marketing Coordinator

RGunderman@charmant.com

ELLE