

LINE ART CHARMANT PRESS RELEASE

CHARMANT USA Launches New Line Art CHARMANT Collection: Debut 'Etude' Temple Design



Line Art
CHARMANT

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

Release Date: March 2026

CHARMANT

FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (March 2026)- Bring a touch of luxury to everyday styling with Line Art CHARMANT. Unique in the world of premium eyewear, these elegant women's profiles testify to the pursuit of excellence. Specially developed materials, advanced technology and intricate workmanship combine to deliver light-as-air comfort, flexibility and the one-of-a-kind frame design.

The Etude collection makes its debut with four feminine looks. Each full-rimmed profile is guided by the spirit of musical perfection, refined through practice for an exceptional performance. Here, wearing comfort and beauty are fine-tuned: TR90 and Excellence Titan enhance both touch and form. Wavy temple lines balance grace with strength and elasticity. These contemporary looks feature striking new color expressions – gradients, accents and new-season color selections. The result? Modern eyewear luxury – fashionable, radiant and light as air.

Line Art CHARMANT Wearer Benefits

Line Art CHARMANT are premium eyeglasses created to look beautiful and feel incomparably light. Alongside their exclusive and sophisticated design, Line Art frames have premier comfort benefits that wearers of high-quality eyeglasses expect and deserve.

- High flexibility
- Memory function
- Hypoallergenic
- Weightless fit
- Ergonomic design for unsurpassed comfort
- 3D design accomplishing snug fit
- Adaptive nose pads
- Pre-adjusted comfort end tips

INTRODUCING THE MODERN LUXURY OF 'ETUDE' TEMPLE DESIGN

XL2190: Light TR90 meets superior titanium in this popular fox-shaped frame. Wavy Excellence Titan wires define the temple silhouette, a signature design element of the Etude collection. Color is uniquely expressed: the central temple wire mirrors the rim and end tip tones, while sprayed gradients highlight the front corners.

Size: 53-15-135 mm **B:** 42 mm



XL2191: This new 'Etude' frame adds a note of contemporary luxury thanks to its geometric cat-eye shape and gradient tones on the inner acetate rims. Wavy Excellence Titan wires – a highlight of this style – form a slender, refined temple. The central temple line echoes the front color, creating a unified aesthetic.

Size: 52-16-135 mm **B:** 42 mm



XL2192: Modern luxury is complemented by playful sophistication in this titanium Etude frame. Softly expanded rims display a color accent painted in Neo2. Wavy Excellence Titan wires form an elegant temple silhouette and are a standout feature of this model. The rim color is carried through in the central temple line, enhancing the harmonious design of this fashionable eyewear.

Size: 54-17-135 mm **B:** 44 mm



CHARMANT USA Launches New Line Art CHARMANT Collection: Debut 'Etude' Temple Design

XL2193: Effortless modern luxury defines this cat-eye Etude frame. The ultra-thin milling front uses an exquisite Japanese painting technique, producing brilliant colors that radiate glamour. Temples are a design focal point – wavy filigree wires and a central color accent echo the rim tone for striking visual harmony.

Size: 53-15-135 mm **B:** 43 mm



Line Art
CHARMANT

CHARMANT USA Launches New Line Art CHARMANT Collection: Debut 'Etude' Temple Design

Line Art CHARMANT eyewear is available at your local eyecare practitioner store across the US. To learn more, visit www.charmant.com/us/brands/line-art-charmant

About CHARMANT Group:

For over 70 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