

ISAAC MIZRAHI NEW YORK **PRESS RELEASE**

Isaac Mizrahi New York and CHARMANT USA Introduce 2026 Sunglasses Featuring Timeless Pearls, Gradient Hues, and Striking Metal Details.



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NEW YORK™

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CHARMANT

FOR IMMEDIATE RELEASE

(Morris Plains, NJ) - (March 2026)- The Isaac Mizrahi New York brand is an iconic American fashion label, founded by designer Isaac Mizrahi in 1987. Timelessly chic eyewear 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 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. Fashion-forward details make a poised yet elegant statement, with shapes and silhouettes that are classic, clean, and refined, while their execution remains exuberant, bold, and confident. The Isaac Mizrahi brand provides style to customers of every age, size, and culture— a true revolution of fashion.

The 2026 Isaac Mizrahi sunglasses collection offers a dazzling array of color, charm, and sophistication that promises to captivate. This season's lineup pushes the boundaries of fashion, offering a stunning array of styles that are not only visually striking but also timeless in their appeal. Each pair of sunglasses has unique elements that set them apart, such as the delicate inclusion of pearls, the use of bold gradient colors that seamlessly transition from one hue to another, and intricate metal accents that add a touch of sophisticated glamour. These features combine creating forward-thinking design, delivering timeless elegance and stunning silhouettes that complement any wardrobe.

JOYFUL, BOLD, INTELLIGENT FASHION.

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IM30310: Experience elegance with this eyewear's soft, rounded shape, seamlessly blending a multi-patterned color story on the front with solid, sophisticated temples. The design is enhanced by a unique three-pearl detailing on the temples, adding a touch of luxury. For those seeking a bolder look, an extra black solid front option is available. The optical quality CR-39 gradient lenses offer superior UV protection, ensuring both style and safety.

Size: 56-18-140 mm **B:** 50 mm



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TL

IM30311: It-girl glamour with these chic, slim oval/round sunglasses, adorned with sophisticated metal accents along the sides. Featuring optical-quality CR-39 gradient lenses, they offer not just style but also essential UV protection, ensuring you're effortlessly fashionable and protected under the sun.

Size: 55-20-140 mm **B:** 42 mm



BK



TL

IM30312: A playful twist on classic eyewear with these cat-eye frames, designed to add a dash of whimsy to your look. The transparent, solid fronts are paired with temples that tell a colorful patterned story, making each pair a unique blend of fun and fashion. Equipped with optical-grade CR-39 gradient lenses, these glasses not only offer a stylish appearance but also provide reliable UV protection for your eyes.

Size: 54-18-140 mm **B:** 40 mm



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IM30313: High-fashion sunglasses in a trendy square-shape. Featuring a striking transparent design with a captivating three-gradient color story, they add a vibrant pop of color to any look. The visible temple wire enhances the style with a chic effect, while the optical quality CR-39 gradient lenses ensure superior UV protection.

Size: 53-19-145 mm **B:** 42 mm



GR



WI

IM30314: This sleek and stylish sunglass features a slim rectangular design, available in a variety of options: a transparent clear acetate, a classic tortoise front, and a timeless traditional black, all complemented by matching end tips. The frames are enhanced with metal temples for a touch of elegance. Equipped with optical-quality CR-39 gradient lenses, these glasses offer excellent UV protection, making them both fashionable and functional.

Size: 53-21-140 mm **B:** 37 mm



BK



CL



TT

IM30315: These sunglasses feature a deep square frame shape that gives off modern sophistication. The gradient color pattern on the front adds a touch of lightness and elegance, beautifully complemented by solid transparent temples that reveal a subtle temple wire for a contemporary twist. Equipped with optical-quality CR-39 gradient lenses, these frames offer excellent UV protection, ensuring both style and safety for your eyes.

Size: 54-18-145 mm **B:** 49 mm



BR



PL

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Isaac Mizrahi New York Women's Sunglasses are available at your local eyecare practitioner store across the US. To learn more about Isaac Mizrahi New York Women, visit www.charmant.com/us/brands/isaac-mizrahi-ny

Isaac Mizrahi New York & WHP Global:

Isaac Mizrahi has been a leader in the fashion industry for 30 years. The Isaac Mizrahi brand represents classic iconic American fashion and celebrates timeless, cosmopolitan, style. Isaac Mizrahi launched his eponymous label in 1987 to critical acclaim, later earning four CFDA Awards from the Council of Fashion Designers of America, including one for the groundbreaking documentary "Unzipped." He is also revered as a leading force in the democratization of fashion. Today, Isaac Mizrahi's designs continue to feature refined silhouettes in exuberant color and pattern, created with his signature joie de vivre.

WHP Global is a leading New York based firm that acquires global consumer brands and invests in high-growth distribution channels, including digital commerce platforms and global expansion. WHP owns TOYS"R"US®, BABIES"R"US®, ANNE KLEIN®, JOSEPH ABOUD®, LOTTO®, JOE'S JEANS®, and WILLIAM RAST® as well as a controlling interest in the ISAAC MIZRAHI® brand. For more information, please visit www.whp-global.com.

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

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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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