

CHARMANT JAPANESE MADE **PRESS RELEASE**

CHARMANT Japanese Made Launches a Modern and Fashion-Forward Collection Featuring 'MotionTech' Temple Technology



PRESS RELEASE

CHARMANT Japanese Made Launches a Modern and Fashion-Forward Collection Featuring 'MotionTech' Temple Technology

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

Release Date: May 2026

CHARMANT

FOR IMMEDIATE RELEASE

(Morris Plains, NJ) – (May 2026) – Step into the future of eyewear with CHARMANT USA Inc.'s latest groundbreaking brand creation, "CHARMANT Japanese Made," which introduces an unmatched innovation, the patented 'MotionTech' temple technology, in both the U.S. and Japan. Designed to adapt to every unique rhythm and movement of the wearer's lifestyle, these eyewear temples offer a perfect blend of cutting-edge style and unparalleled comfort. Not only does this launch enhance the esteemed CHARMANT portfolio, but it also signifies a breakthrough in the eyewear industry. Discover these innovative products at local eyecare practitioners and optical stores, or find more details by visiting charmantusa.com.

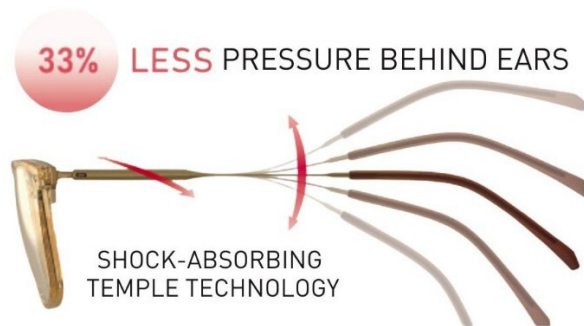
CHARMANT's next-generation "MotionTech" is a new temple technology that elevates both style and comfort. Blending cutting-edge beta titanium materials with CHARMANT's proprietary manufacturing technology, a two-way press forms a desirable temple that provides both vertical and horizontal flexibility. Beta titanium is beneficial for eyewear because of its strength and lightweight makeup, making it both durable and well-balanced. This ensures the eyewear is comfortable to wear for extended periods without sacrificing stability and support.

MotionTech is ideal for the consumers who **1.** Live an active lifestyle. **2.** Work a physical job, subjecting their eyewear to potential impact and risking damage. **3.** Often remove their glasses, sometimes using just one hand. **4.** Frequently slide their frames up to rest on their head. **5.** Sensitive to any pressure applied to their ears. **6.** Suffers from mild to extreme nickel allergy.



PRESS RELEASE

CHARMANT Japanese Made Launches a Modern and Fashion-Forward Collection Featuring 'MotionTech' Temple Technology



YOUR LIFE IN MOTION!

CH41210(Men): These eyewear frames feature a sleek rectangular design with an acetate front and beta titanium temples, blending style and durability. The front's ombre finish transitions from solid to transparent in the black and blue options. 'MotionTech' technology ensures comfort by reducing pressure around the ears. Adjustable nose pads suitable for a wide demographic. Crafted in Japan, available in black, blue, and tortoise.

Size: 55-16-150 mm **B:** 37 mm



BK



BL



TT

CH41211(Men): Explore our trendy square-shaped frame, perfect for a modern look. Featuring 'MotionTech' temple technology ensuring comfort by reducing pressure around the ears. They come in sleek black or vibrant blue, with matching front and temple tips. The gray variant adds a unique touch with brown temple tips. Adjustable nose pads ensure a secure, personalized fit. Ideal for someone with a busy lifestyle.

Size: 56-17-150 mm **B:** 40 mm



BK



BL



GR

PRESS RELEASE

CHARMANT Japanese Made Launches a Modern and Fashion-Forward Collection Featuring 'MotionTech' Temple Technology

CH41508(Women): Experience a contemporary and distinctive design with our round-style eyewear, showcasing a vibrant TR90 inner rim paired with a sleek titanium center wire. The titanium bridge not only adds flair but also includes adjustable nose pads for a personalized, secure fit. Our innovative 'MotionTech' temple technology ensures reduced pressure on the ears, providing unmatched comfort. Crafted in Japan, choose from an array of stylish colors: black, light brown, and purple.

Size: 48-20-142 mm **B:** 40 mm



CH41509(Women): This cat eye semi-rimless frame features a bold-colored brow line for those who love flair. 'MotionTech' temple technology provides comfort by reducing pressure around the ears. Adjustable nose pads ensure a secure fit. The black version has a light green accent on the inner temples applied by hand, the blue variant features gold on the inner temples and front, and the purple version offers a consistent, stylish color throughout. Crafted in Japan.

Size: 51-17-142 mm **B:** 37 mm



CHARMANT Japanese Made eyewear is available at your local eyecare practitioner store across the U.S. To learn more about CHARMANT Japanese Made, visit www.charmant.com/us/brands/charmant-japanese-made

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

PRESS RELEASE

CHARMANT Japanese Made Launches a Modern and Fashion-Forward Collection Featuring 'MotionTech' Temple Technology

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 U.S.-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. CHARMANT USA was nominated in the 2025 NOW Trend Showcase at Vision Expo East in four categories: 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. CHARMANT offers frames that not only complement individual style but also provide the reliability and ease all wearers deserve. The brands offered by CHARMANT USA Inc. include Line Art CHARMANT, CHARMANT Japanese Made, CHARMANT Titanium Perfection, Minamoto, Aristar, ELLE, HEAD, Isaac Mizrahi New York, and Eddie Bauer.

Media Contact:

Rachel Gunderman
Marketing Coordinator
RGunderman@charmant.com

