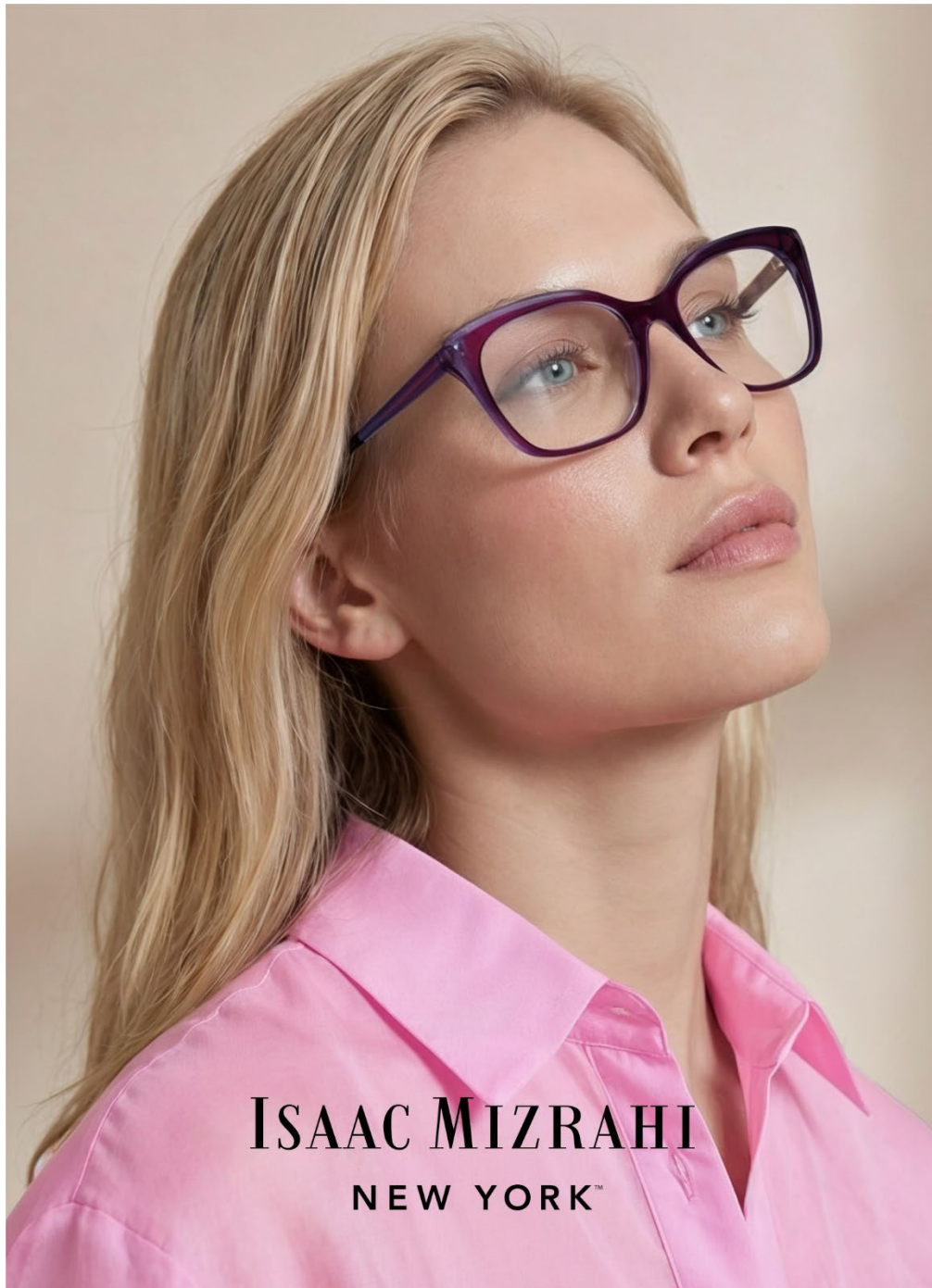


ISAAC MIZRAHI NEW YORK **PRESS RELEASE**

CHARMANT USA Releases New Isaac Mizrahi New York Collection
Featuring Desirable Patterns, Combo Materials, and Clip-On Sunglasses



ISAAC MIZRAHI
NEW YORK™

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CHARMANT USA Inc.
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CHARMANT

FOR IMMEDIATE RELEASE

(Morris Plains, NJ) - (May 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.

This collection is truly captivating. With summer just around the corner, we've designed eyewear that includes a sunglass clip, ensuring your eyesight is optimal both indoors and outdoors. The blend of acetate and metals offers durability along with vibrant colors. These chic designs are on trend and echo Isaac Mizrahi's signature style. The colors are perfect for spring and summer, adding a splash of brightness to your wardrobe. Transparent two-tone hues provide a subtle yet striking accent to your look. Elevate your style with the elegant Isaac Mizrahi New York eyewear.

JOYFUL, BOLD, INTELLIGENT FASHION.

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IM30107: Stylish eyewear collection featuring stainless steel and acetate frames with clip! Spring hinges and adjustable nose pads bring a comfortable fit. Wider size option for a more inclusive fit. The temples, adorned with an iconic pattern, add flair to your look. Perfect for any occasion.

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



IM30108: Transform with a sunglass clip-on for any occasion. These uplifting round acetate frames feature a spring hinge for comfort, with chic metal accents. Options include vibrant navy and purple with gradient fronts, or sleek black with leopard temples.

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



IM30111: The butterfly frame shape is crafted from a combination of acetate and metal materials, offering a stylish and durable design. It features a spring hinge for added flexibility and comfort. The frame elegantly combines transparent two-tone coloration on the front that seamlessly transitions to metal temples, ending in colorful temple tips.

Size: 54-17-140 mm **B:** 43 mm



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Isaac Mizrahi New York eyewear is available at your local eyecare practitioner store across the U.S. To learn more about Isaac Mizrahi New York, 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 ABBOUD®, 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 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 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

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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.

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