CHARMANT

2026
BRAND BOOK

CHARMANT
TITANIUM PERFECTION

CHARMANT

Line Art
CHARMANT

MINAMOTO

ARiSTAR

EDDIE BAUER

ISAAC MIZRAHI
NEW YORK

ELLE

HEAD

CHARMANT



The three eyewear symbols stand for our pillars:
- Comfort
- Creation
- Challenge

Sabae, the home of CHARMANT Group Headquarters, is valued as a pivotal location in Japan, accounting for 95% of the country's optical frame production. It is from this esteemed place that the CHARMANT Group has flourished and evolved. These three art pieces embody our aspiration to introduce our meticulously crafted, high-quality products to the global market, enriching lives through our innovative creations.

WHY CHOOSE CHARMANT?

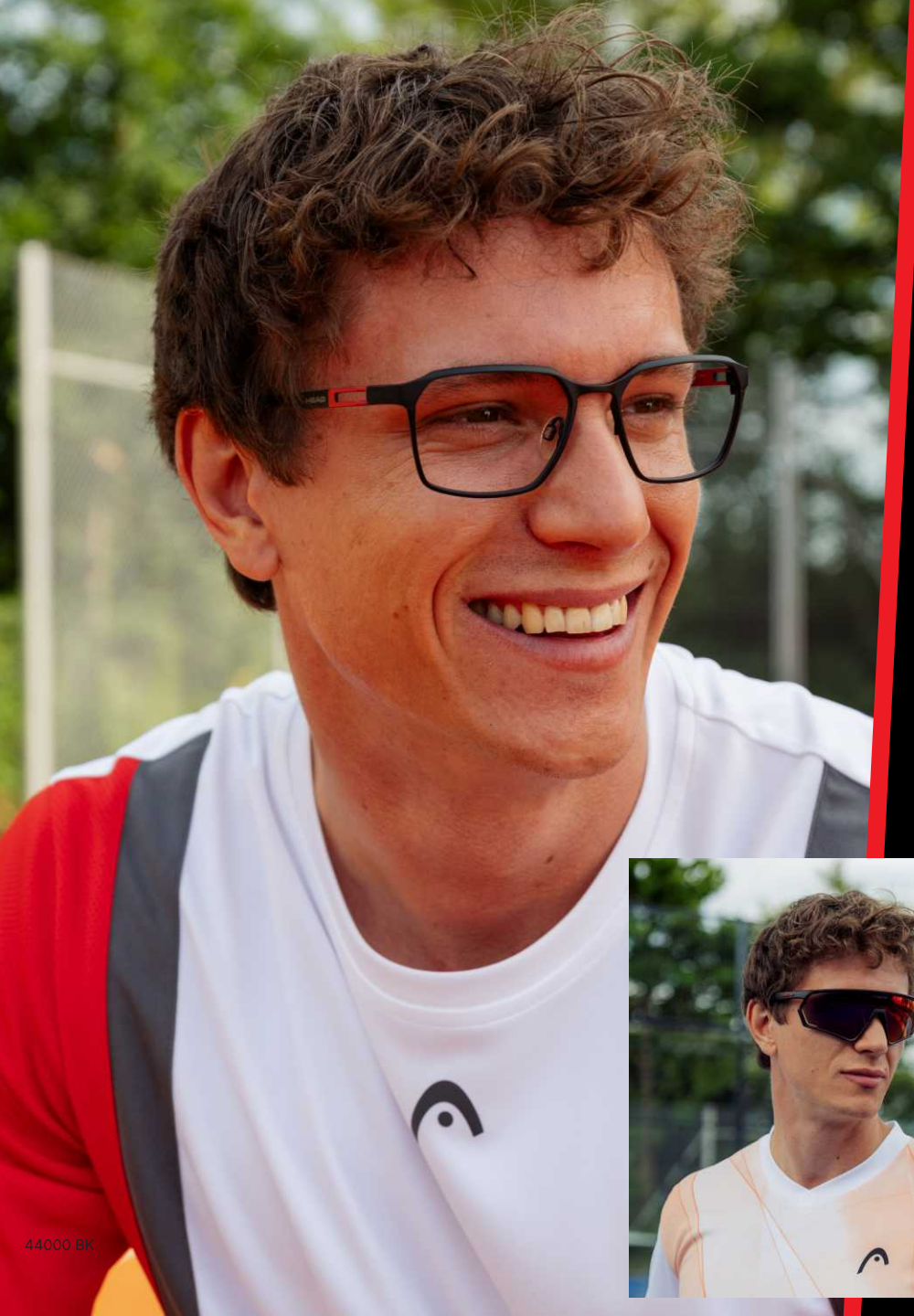
Roots:
Staying true to our original Japanese values, precision and excellence take priority when striving to enhance the well-being of our loyal customers.

Quality:
CHARMANT commits to manufacturing quality products, remaining unsurpassed in the eyewear industry.

Trust:
We see it as our responsibility to our business partners and customers to think things through carefully and act with reflection. We make it a priority to provide 100% effort and attention to our business partners, our stakeholders, and our global business networks.

Values:
We believe that diversity enriches everything and keeps it alive. That is why we attach great importance to fairness and respect for all people and the things that surround us.

Responsibility:
We believe that the integrative consideration of economic, ecological, and social aspects ensures long-term corporate success, and at the same time creates social benefits.



44000 BK

GAME ON! – HEAD EYEWEAR, FROM SPORT TO LIFESTYLE

Forged on the slopes and fine-tuned on the tennis court, HEAD is a global icon of high-performance athletic equipment and sportswear. Since its creation in 1950, the brand has built a reputation for excellence thanks to its innovative design, technical expertise, and passion for sport in all its forms. Its DNA shows in a signature look that is streamlined, dynamic and instantly recognizable. With their tech-driven edge and lightweight feel, HEAD products are built for life in motion. Now, in partnership with eyewear leader the CHARMANT Group, a new optical frame collection marks the next step of an exciting collaboration.

The HEAD optical eyewear collection embodies both versatility and style, with clean lines and perfectly proportioned silhouettes. Rectangular, round, or geometric, the available shapes offer a choice to suit every profile. Made from cutting-edge materials such as ultralight plastics, titanium or stainless steel, they guarantee comfort and durability, even in the most dynamic environments.

HEAD sunglasses meet both performance and style, offering maximum UV protection while remaining lightweight, comfortable, and perfectly fitted. High-performance sports eyewear models incorporate technical details such as ventilation, anti-slip tips or high-performance lens treatments ideal for running, cycling, racket sports, water sports or winter sports.

42501 BK

TARGET GROUP

MATERIALS
Biodegradable Injection
Stainless Steel
Titanium
PPSU
TR90

GENDER
Men
Women

TARGET AGE
30+

PHILOSOPHY
Trusted by champions, built for everyone.

ISAAC MIZRAHI
NEW YORK™

HIT THE MARK IN TIMELESSLY MOD EYEWEAR FOR MEN

Inspired by iconic classic American design, Isaac Mizrahi eyewear for men brings a fresh take to contemporary styles, reimagining the modern gentleman's look. This collection speaks to the confident yet respectful man who desires to look effortlessly stylish in any setting. With a rich color palette and frames made from luxurious hand-polished acetate and stainless steel, these designs artfully combine cherished classics with modern trends, ensuring a flawless appearance every time.





TARGET GROUP

MATERIALS
Acetate
Stainless steel

GENDER
Men

TARGET AGE
30+

PHILOSOPHY
Hit the mark in timelessly mod eyewear for men to polish any look.

30111 PU

ISAAC MIZRAHI
NEW YORK™

TIMELESS & COSMOPOLITAN

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.


30310 PU

TARGET GROUP

MATERIALS
Acetate
Monel
Stainless steel

GENDER
Women

TARGET AGE
30+

PHILOSOPHY
Timelessly chic.

ELLE

PARISIAN CHARM MEETS UNIQUE FASHION FLAIR

ELLE is a Parisian state of mind. Born 80 years ago as the iconic magazine, this global style label has never lost its spark – or its roots – as a voice for women who live boldly and dress with flair. ELLE has built its worldwide recognition, becoming synonym of "everything" to do with woman, thanks to the four letters logo meaning "she" in French. Grounded in effortless French chic, ELLE brings a fresh edge to fashion and accessories through playful details, sharp design and a charming touch of irreverence.

13575 BL



TARGET GROUP

MATERIALS
Biodegradable acetate
Acetate
TR90
Monel

GENDER
Women

TARGET AGE
30+

PHILOSOPHY
Contemporary, functional, affordable styling which complements and responds to the needs of today's active women.



32095 TT

EDDIE BAUER

LIVE YOUR ADVENTURE.

In 1920, Eddie Bauer opened a small shop in Seattle. A century later, Eddie Bauer is still building on what Eddie and Stine started: outfitting people for the outdoors—and the outdoorsy—that works hard, looks good, and welcomes everyone in. For the hardcore camper and the high-maintenance glamper. For park walkers, peak baggers, and après-anything types. We're the outdoor brand for all of it. Eddie Bauer prescription eyeglasses and sunglasses are designed with stylish versatility, making them perfect for any adventure.



32406P TT

TARGET GROUP

MATERIALS
Monel
Acetate
TR90
Ultem
Stainless steel
Memory metal
Bio Based

GENDER
Men

TARGET AGE
25+

PHILOSOPHY
For the Outdoors. And the Outdoorsy.

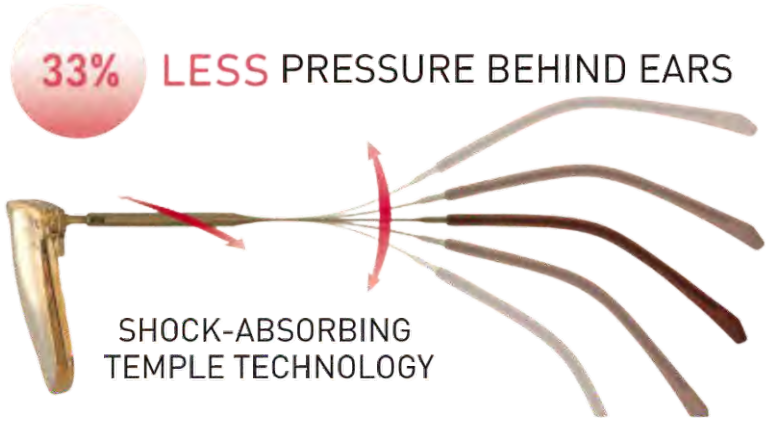
CHARMANT JAPANESE MADE

MOTIONTECH

NEW SHOCK-ABSORBING TEMPLE TECHNOLOGY

A groundbreaking advancement in temple design, blending cutting-edge materials with CHARMANT's very-own manufacturing technology. MotionTech temple technology is patented in both the US & Japan.





FUNCTION

SHOCK-ABSORBING TECHNOLOGY

Multiple molds and a two-way press forms a desirable temple!

- Horizontal Absorber: Gently holds to your head
- Vertical Absorber: Absorbs the weight on the ears

Dispersing the weight of the eyewear to create a zero-gravity wearing experience!

QUALITY

JAPANESE MADE

Japan is well known for its quality and premium craftsmanship, which ensures excellent standards are reflected within the CHARMANT Japanese Made collection.



CHARMANT JAPANESE MADE

MOTIONTECH TEMPLE TECHNOLOGY

The CHARMANT Japanese Made collection elevates both style and comfort, creating a harmonious blend that captivates the fashion-forward and comfort-conscious alike. Featuring the innovative 'MotionTech' shock-absorbing temple technology, patented in both the United States and Japan, these frames exemplify Charmant's dedication to comfort and quality.

CHARMANT's unique two-way press technology introduces the groundbreaking 'MotionTech' temples, designed to provide a perfect fusion of comfort and stability. The MotionTech temples incorporate a horizontal absorber system that gently secures the frame against your head, while a vertical absorber system ensures the weight is evenly distributed across your ears and nose. This thoughtful design ensures a lighter feel, reduces slipping, and guarantees the frame stays securely in place, offering a custom-made fit for a dependable and stylish experience.

Beta titanium eyewear is lightweight and comfortable for all-day wear, durable for long-lasting use, and hypoallergenic, making it ideal for sensitive skin. This innovative material blends functionality with style, allowing wearers to enjoy comfort and quality without compromising their aesthetic.

TARGET GROUP

MATERIALS
Titanium
Beta-Titanium
TR90

GENDER
Men
Women

TARGET AGE
35 - 70+

PHILOSOPHY
Elevating both style and comfort, 'MotionTech' shock-absorbing temple technology is the comfort that moves with you!

W : CH41504 TT M : CH41207 BK

CHARMANT

TITANIUM PERFECTION

TITANIUM EYEWEAR OF THE HIGHEST QUALITY

Since the 1980s, CHARMANT Titanium Perfection has been transforming the eyewear industry with its exceptional blend of lightness, durability, and hypoallergenic qualities. These titanium glasses are 48% lighter than those crafted from conventional metals, providing a gentle and comfortable fit on the ears and nose. Known for its robust strength and corrosion resistance, titanium endures everyday use. The incorporation of beta-titanium further enhances flexibility, increasing the functionality of the frames. With a timeless design that embodies confidence and sophistication, these stylish glasses are an ideal choice for both men and women.

TARGET GROUP

MATERIALS	GENDER	TARGET AGE
Titanium	Men	35+
Beta titanium	Women	

PHILOSOPHY

Innovative, high-quality titanium styles.





CHARMANT
TITANIUM PERFECTION

PRESSURE MOUNT

The elegant design features a titanium bridge and beta-titanium temples. Thanks to CHARMANT's 'monoblock' technology, the advanced one-piece pin is crafted from a single wire, repeatedly forged to enhance its rigidity. This technique dates back to the era of Samurai swords. CHARMANT pioneered the use of the monoblock structure in titanium frames globally, resulting in a pressure mount design that offers increased durability, is easy to assemble, and demonstrates exceptional resilience against wear and tear. This stylish eyewear presents a timeless appeal for everyday use.

TARGET GROUP

MATERIALS
Titanium
Beta titanium

GENDER
Women
Men

TARGET AGE
35 - 70+

PHILOSOPHY
Comfortable, lightweight, modern and reliable style.

Line Art
CHARMANT

BEAUTY IN COMFORT

You deserve the finest when it comes to eyewear, and Line Art CHARMANT glasses for women deliver just that. These elegant frames are a perfect blend of beauty, lightweight design, and unparalleled comfort that you'll notice immediately. Inspired by the spirit of music, the glasses feature subtly ornate and dainty profiles, showcasing luxurious craftsmanship and advanced technology through the specially developed excellence-titan material. With distinctive 3-D temple lines, they offer a beauty you can feel, complemented by a light-as-air touch and a secure fit.

TARGET GROUP

MATERIALS	GENDER	TARGET AGE
Excellence Titan a Charmant Group Exclusive material	Women	35+

PHILOSOPHY

A fusion of technology and art, of design and inspiration. Line Art was created to use the most out of the latest titanium technology.



MINAMOTO

THE ORIGINAL FOR ORIGINALS

Minamoto represents the essence of authentic Japanese eyewear. Crafted in the heartland of Japan's eyewear production, where our heritage originates, Minamoto frames embody beauty through simplicity. Our manufacturing process seamlessly integrates both contemporary and traditional techniques, with a focus on achieving exceptional quality. Each design is crafted from premium Japanese materials, including titanium, beta-titanium, and biodegradable acetate. Delicate Japanese kanji engravings, such as the Minamoto logo, grace each frame, adding a touch of cultural elegance.



TARGET GROUP

MATERIALS
Japanese
Pure Titanium
and Beta-Titanium

GENDER
Men
Women

TARGET AGE
35 - 70+

PHILOSOPHY

The Minamoto brand is all about authenticity, craftsmanship, comfort, high quality, finesse, unsurpassed attention to detail and beauty.



ARISTAR

QUALITY AND EXCELLENCE

In response to the growing demand for well-priced frames, CHARMANT designers revisited the drawing board, resulting in the creation of the ARISTAR collection. This innovative line offers a timeless and budget-friendly aesthetic, aiming to appeal to a diverse range of preferences while maintaining excellent functionality. The collection boasts a comprehensive array of styles, including slender, semi-rimless, and full-rim models. These versatile frames are perfect for any occasion, effortlessly transitioning from professional environments to casual settings.

TARGET GROUP

MATERIALS
Plastic
Monel
Stainless steel
Memory metal

GENDER
Women
Men

TARGET AGE
30+

PHILOSOPHY
Classic, timeless styling. Broad range of styles to suit a wide customer base.

CHARMANT FRAMES:
A DIFFERENCE YOU CAN SEE



Charmant is the pioneer titanium eyewear manufacturer



We have spent YEARS in research and development perfecting our manufacturing processes



We have the most advanced titanium technology which allows us to create the highest quality titanium frames



It's our mission to make a lasting contribution to the improvement of people's quality of life and to the well-being of society through innovative products and services



And when you dispense a high-quality frame, you reflect that high quality back onto your practice

DISCOVER
ALL THAT CHARMANT
HAS TO OFFER

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