CHARMANT

June 22nd, 2026

The Perfect Match: ELLE and CHARMANT Renew Their Eyewear Cooperation

Celebrating 30 years of sophisticated, high-quality eyewear, a successful licensing collaboration is extended to 2031.



CHARMANT

French style meets Japanese precision and design expertise in a remarkable co-operation between fashion brand ELLE and CHARMANT Group – one of the world's leading eyewear producers. Now, marking three decades of this successful collaboration, CHARMANT and Lagardère Group, owner of ELLE, are thrilled to announce the extension of their licensing agreement until 2031.

Founded in Japan in 1956, CHARMANT has been pushing the boundaries of eyewear engineering and design ever since. This global leader is renowned for quality and comfort, driven by a culture of innovation and ground-breaking technical advancement. For thirty years, it has channelled the fashion essence and Parisian roots of the ELLE brand into sophisticated optical frames and sunglasses that have captivated people around the world. "*Beyond being an icon of elegance and distinctive personal style, ELLE also has a rich heritage and continues to define fashion and taste.*" says Koji Horikawa, President and CEO of CHARMANT Group. "*We are excited about the extension of our agreement with Lagardère Active Enterprises and look forward to continuing to inspire people around the world, enriching their everyday lives through eyewear in which our exceptional quality is harmoniously integrated with ELLE's elegant design.*"

As a byword for fashion, ELLE embodies a signature look: effortless, individual, Parisian. But beyond its role as a global fashion authority, ELLE stands out as a champion of women's independence and empowerment, inspiring a strong self-expression that is reflected in every ELLE product. *"For more than 30 years, our partnership with CHARMANT has combined creativity, product excellence and a shared vision of accessible fashion and lifestyle. Today, this renewal reflects the strength of a long-standing collaboration that has continuously evolved alongside the brand and its audiences across markets worldwide. Together, we look forward to further expanding ELLE's influence through eyewear collections that combine style, innovation, and quality for consumers around the world, while remaining true to ELLE's distinctive and generous blend of style, free-spirited and positive femininity"* adds Constance Benqué, CEO Lagardère News and CEO ELLE International.

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

CHARMANT

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.

About CHARMANT Group

For 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 depended 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 ELLE

Created in 1992, Lagardère is an international group with operations in more than 45 countries worldwide. It employs over 32,500 people and generated revenue of €9,2 billion in 2024.
The Group focuses on two main divisions: Lagardère Publishing (Book, Partworks, Board Games and Premium Stationery) and Lagardère Travel Retail (Travel Essentials, Duty Free & Fashion, Dining).
The Group's business scope also comprises Lagardère News (Le Journal du Dimanche, Le JDNews, Le JDMag and the ELLE brand license) and Lagardère Radio (Europe 1, Europe 2, RFM and advertising sales brokerage).
Lagardère shares are listed on Euronext Paris.
The Lagardère group is the owner of the ELLE & ELLE DECORATION brands. Lagardère Active Enterprises is the dedicated business unit of the Lagardère group in charge of the non-media brands' extension programs inside the ELLE International division.
ELLE is much more than the international leading female media brand; it is a global fashion and lifestyle brand, with more than 80 editions worldwide with ELLE (50 editions) and ELLE DECORATION (25 editions) and spin-off titles published under

license. ELLE worldwide print readership is around 32 million readers per month, with over 60 digital platforms (websites and social media pages), attracting 90 million unique visitors per month and a social audience of over 122 million people. With the non-media licensing activity (fashion, beauty, home decoration, hospitality sector, etc.), and with 250 B2B partners in 80 countries, and experience hubs, such as hotels, cafes, spas and hair salons, ELLE as a powerhouse brand reaches more than 250 million people per month.
For more information, visit www.lagardere.com and www.elleinternational.com

Media Contact:
Rachel Gunderman
Marketing Coordinator
RGunderman@charmant.com