

WHY CHOOSE CHARMANT

- VALUES -

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.

- FAIRNESS -

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.

- CORPORATE SOCIAL 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.

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



We are so confident in our product that we offer a 5-year warranty for all manufacturer defects



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

CHARMANT

BRAND OVERVIEW

	TARGET AGE	GENDER	PHILOSOPHY	MATERIALS	WHOLESALE PRICE
CHARMANT TITANIUM PERFECTION	35 - 70+	men women	Innovative, high-quality titanium styles.	titanium beta titanium	\$59.99 - \$104.99
CHARMANT PRESSURE MOUNT	35 - 70+	men women	Comfortable, lightweight, modern and reliable style.	titanium beta titanium	\$110.99 - \$115.99
<i>Line Art</i> CHARMANT	35+	men women	A fusion of technology and art, of design and inspiration. Line Art was created to use the most out of the latest titanium technology.	Excellence Titan a Charmant Group exclusive material	\$139.99 - \$169.99
MINAMOTO 	25+	men unisex	The Original. For Originals. The Minamoto brand is all about authenticity, craftsmanship, comfort, high quality, finesse, unsurpassed attention to detail and beauty.	Japanese Pure Titanium and Beta-Titanium	\$119.99 - \$129.99
ARISTAR	16 - 70+	men women teens	Classic, timeless styling. Broad range of styles to suit a wide customer base.	monel plastic stainless steel memory metal	\$29.99 - \$69.99
ESPRIT	15 - 30	men women	Represents self-expression and individualism. Styles with a casual, relaxed feel for everyday use.	monel acetate ultem TR90	\$59.99
ELLE	30+	women	Contemporary, functional, affordable styling which complements and responds to the needs of today's active woman.	monel acetate TR90	optical: \$59.99 - \$79.99 sun: \$59.00 - \$69.99
ISAAC MIZRAHI NEW YORK	30+	women	Isaac Mizrahi New York represents Timeless, Cosmopolitan, Style. His collections are based on iconic American design, translated in a timely manner. It's the perfect mix of uptown sophistication and the chicness of downtown.	acetate monel stainless steel	optical: \$69.99 - \$79.99 sun: \$59.00 - \$69.00
<i>Eddie Bauer</i>	25+	men women	Eddie Bauer is an active outdoor brand offering premium-quality outerwear, apparel, footwear, accessories, and gear. Eddie Bauer Eyewear provides quality prescription eyeglasses and sunglasses for all of life's adventures.	monel acetate TR90 ultem stainless steel memory metal Bio Based	optical: \$59.99 - \$89.99 sun: \$29.50 - \$34.50