



*Born in Milan. Handmade in Italy.*

# ***THE BRAND***

## **OUR ROOTS**

Milan, 2014. Charlie max is a brand with a strong personality and identity, made for people who love to give free expression to their way of being, who want to stand out from the crowd and not conform to the normal run of things.

The spirit of Charlie max is just that, the same as the people who wear the brand. To feel free to experiment and innovate, not to follow a path already marked out, but to chart your own.

Hence the will to take chances and strongly believe in your own values and identity, in a concept of experimentation and contemporaneity.

## **ITALIAN DESIGN AND CRAFTSMANSHIP**

One of Charlie max's top priorities is quality and craftsmanship, thanks to the high technical content and skilful workmanship present in each product.

In a painstaking way, the materials are selected and every single detail is worked on, starting from the original design through to the finished product.

Each new product idea, which sees the light in our design department, is transformed into a finished product through the careful selection and control of materials and their quality, through the teamwork of Italian craftsmen regarding workmanship and details and through a complex production cycle, which in the case of some models can reach as many as 52 distinct production process steps.

The top quality standard of each single product is achieved by means of the skill and know-how typical of Italian craftsmanship.



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## ***HERITAGE COLLECTION***

The **HERITAGE** collection enshrines a fundamental principle of the Charlie max brand: craftsmanship.

Distinctive features of the **HERITAGE** models are the high technical content and the skilful craftsmanship handed down through generations, painstaking attention to detail and the quest for perfection.

In this collection, the highest expression of craftsmanship is sought through processes such as milling, rounding off, embellishment and gluing.

For the realization of the **HERITAGE** models a complex production process comprising 52 different steps is implemented.

The **HERITAGE** collection is dedicated to all those who are looking for a one-of-a-kind product, characterised by the highest expression of Italian craftsmanship together with the skilful selection and combination of materials.

## Model M.1 N1-N43



### Inspiration

The M.1 model, together with the other models of the "*heritage*" collection, expresses the height of Charlie max craftsmanship. It stands out in terms of its square shape, with utmost attention paid to details. The same painstaking attention to detail is present in the milling around the eyes, in the fitting of the arrows on the front, in the characteristic structured high/low-relief workmanship of the temples and finally in the insertion of the rhombus in the temple end tip.

### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY BLACK      LOW RELIEF: MATT BLACK

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 51    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.1 H6-B43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: DARK SHINY HAVANA      LOW RELIEF: DARK MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 51    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.1 H8-G43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY HAVANA      LOW RELIEF: MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 51    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.2 N1-N43



### Inspiration

The M.2 model, together with the other models of the "heritage" collection, expresses the height of Charlie max craftsmanship. It stands out for its totally rounded line. The painstaking attention to detail is visible in the high/low-relief effect both on the front and on the temples. This type of workmanship requires a careful selection of materials and a meticulous craft production process. This model also features the iconic arrows on the front and finally the rhombus in the temple end tip.

### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY BLACK      LOW RELIEF: MATT BLACK

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 46    Nose: 21    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY



## Model M.2 H6-M43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY HAVANA      LOW RELIEF: MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 46    Nose: 21    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.2 HB-G43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY BLACK      LOW RELIEF: MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 46    Nose: 21    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.3 N1-N43



### Inspiration

The M.3 model, together with the other models of the "heritage" collection, expresses the height of Charlie max craftsmanship. It stands out for its harmonious semi-rounded line, in which utmost attention is paid to the numerous details. The painstaking attention to detail is visible in the high/low-relief effect both on the front and on the temples. This type of workmanship requires a careful selection of materials and a meticulous craft production process. The model also features the iconic arrows on the front and the rhombus in the temple end tip.

### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY BLACK      LOW RELIEF: MATT BLACK

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 49    Nose: 20    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.3 HB-G43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY BLACK      LOW RELIEF: MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 49    Nose: 20    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model M.3 H6-M43



### Technical Details

*Material:* POLISHED AND SAND BLASTED ACETATE

*Colour:* HIGH RELIEF: SHINY HAVANA      LOW RELIEF: MATT HAVANA

*Lenses:* CR39 LENSES      100% UV PROTECTION      CATEGORY 0

*Size & Dimension:* Eye: 49    Nose: 20    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY



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## ***ICONS COLLECTION***

The **ICONS** collection includes all the must-have shapes sought after by a true eyewear enthusiast. This collection includes different types of icons such as the aviator, cat-eye, pantos and racer styles.

All these iconic shapes have been revisited and reinterpreted according to the way of thinking and stylistic criteria that distinguish the brand. The expression of Charlie max's identity is made manifest through unique combinations in the materials used, the quest for avant-garde geometries and the care dedicated to even the tiniest details.

Through the **ICONS** collection, Charlie max presents eyewear with unique features and details, with the aim of bringing out the wearer's personality to the fullest.

## Model Sauro N1-N43



### Inspiration

The Sauro model falls into the category of iconic "pantos" shapes, enhanced by the distinctive Charlie max features such as the geometry of the shapes, the definition of the thicknesses of the plastic and the proposed colour combinations. It is perfect for discerning consumers who, while wearing an iconic shape, wish to bring out their identity and stand out from the crowd.

### Technical Details

*Material:* POLISHED ACETATE

*Colour:* BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 47    Nose: 22    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



## Model Sauro HM-B43



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* HAVANA HONEY

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 47    Nose: 22    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Sauro H5-N33



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* TORTOISE

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 47   Nose: 22   Temples:145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Piola N1-N43



### **Inspiration**

In the Piola model, the iconic cat-eye shape is reinterpreted through attention to detail, the presentation of square shapes and the use of iconic combinations of materials which make it one of a kind. Designed for a woman with character and strong personality.

### **Technical Details**

*Material:* POLISHED ACETATE

*Colour:* BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 14    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Piola H6-N33



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* DARK HAVANA

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 14    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Piola W1-N43



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* OPAL WHITE

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 14    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Lambro N1-N43



### **Inspiration**

The Lambro model is characterised by its original rounded shape, reinterpreted by applying more geometric and squared lines, which give the eyewear its personality.

The Lambro model is perfect for anyone seeking an iconic shape, but with a contemporary spirit made up of strong personality and identity.

### **Technical Details**

*Material:* POLISHED ACETATE

*Colour:* BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 46    Nose: 21    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model Lambro H3-G43



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* DARK HAVANA

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 46    Nose: 21    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY

## Model Lambro H5-B43



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* TORTOISE

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 46   Nose: 21   Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES // GOLD ARROWS ENGRAVED ON THE FRONT

*Origin:* MADE IN ITALY



## Model Spartaco N1-N43



### Inspiration

Spartaco is one of the iconic shapes presented by Charlie max, given its square and well-defined geometries. The model features a totally flat front and steep milling around the eyes. Spartaco is the perfect model for those who love iconic eyewear, with an excellent fit and the presence of those technical and stylistic details sought after by true sunglass enthusiasts.

### Technical Details

*Material:* POLISHED ACETATE

*Colour:* BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52    Nose: 21    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Spartaco H6-G43



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* DARK HAVANA

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52   Nose: 21   Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Vittoria N1



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50   Nose: 20   Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Vittoria H1



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* HAVANA LEOPARD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50 Nose: 20 Temples:140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Vittoria W1



### Technical Details

*Material:* POLISHED ACETATE

*Colour:* OPAL WHITE

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50    Nose: 20    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Quadronno GL



### **Inspiration**

The Quadronno model is designed for anyone looking for eyewear with an iconic design, enhanced with technical details and combinations of strong impact and identity. Characteristic of this model is the double bridge and the engraving of the metal applied to the front.

The Quadronno model is perfect for those seeking eyewear with personality and sober and elegant features.

### **Technical Details**

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 53    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Quadronno SL



### **Technical Details**

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 53    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Brisa GL



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55   Nose: 16   Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



## Model Brisa SL



### Technical Details

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 16    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Brisa GR



### Technical Details

*Material:* METAL

*Colour:* GOLD ROSE'

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 16    Temples: 140

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bullona GL-N33



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 56    Nose: 19    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## **Model Bullona SL-BR2**



### **Technical Details**

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 56   Nose: 19   Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



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## ***AVANTGARDE COLLECTION***

The models of the **AVANTGARDE** collection all feature utmost innovation and stylistic experimentation: each model in this collection is characterised by its unique and distinctive nature and integrates a series of enhancing details.

These models represent the highest expression of Charlie max with respect to the company's ideals of contemporaneity and experimentation. Their features are the result of a desire to be daring in design, without compromise but with a firm belief in one's own ideas, to impose a spirit and nature of one's own so as to stand out from the crowd and make an impression.

## Model Rivoli GL-C



### **Technical Details**

*Material:* METAL

*Colour:* SHINY GOLD // White Cream

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 54    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Rivoli GL-B



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD // Black

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 54    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



## Model Rivoli GL-R



### **Technical Details**

*Material:* METAL

*Colour:* SILVER //Red

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 54    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bausan GL-B52



### Inspiration

The Bausan model, expression of the "avantgarde" collection, is characterised by its original rhombus shape, enhanced by the particular profiling and thickness of the metal. The model is aimed at a unisex public looking for eyewear with a unique and unmistakable design which conveys strong personality and identity to the wearer.

### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 53    Nose: 16    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bausan GV-G43



### Technical Details

*Material:* METAL

*Colour:* AGED GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 53    Nose: 16    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## **Model Bausan SL-N33**



### **Technical Details**

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 53    Nose: 16    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bigli GL-B



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD // Black

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 57    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bigli GL-P



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD // Pink

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 57    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Bigli GL-R



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD // Red

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 57    Nose: 17    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Pontaccio GL



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50    Nose: 18    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



## Model Pontaccio SL



### Technical Details

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50    Nose: 18    Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Pontaccio GR



### Technical Details

*Material:* METAL

*Colour:* GOLD ROSE'

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50   Nose: 18   Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Pontaccio BL



### Technical Details

*Material:* METAL

*Colour:* MATT BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 50   Nose: 18   Temples: 140

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Lafoppa GL



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52   Nose: 19   Temples: 145

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Lafoppa GR



### Technical Details

*Material:* METAL

*Colour:* GOLD ROSE'

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52    Nose: 19    Temples: 145

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Lafoppa BL



### **Technical Details**

*Material:* METAL

*Colour:* MATT BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52   Nose: 19   Temples: 145

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Lafoppa SL



### **Technical Details**

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 52   Nose: 19   Temples: 145

*Logo:* RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Colonna GL



### Technical Details

*Material:* METAL

*Colour:* SHINY GOLD

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 17    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY



## Model Colonna SL



### Technical Details

*Material:* METAL

*Colour:* SILVER

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 17    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Colonna GR



### **Technical Details**

*Material:* METAL

*Colour:* GOLD ROSE'

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55    Nose: 17    Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## Model Colonna BL



### **Technical Details**

*Material:* METAL

*Colour:* MATT BLACK

*Lenses:* DEMO LENSES

*Size & Dimension:* Eye: 55   Nose: 17   Temples: 145

*Logo:* GOLD RHOMBUS ENGRAVED ON TEMPLES

*Origin:* MADE IN ITALY

## ***PACKAGING INSPIRATION***

The bond which exists between **Charlie max and the world of art** is deep. Art represents the expression of a person at his or her best, just as our products reflect the character of the wearer.

Hence, for the second time running, our careful attention to packaging was placed in the hands of a Milanese artist. The first had been the well-known monkey painter Simone Fugazzotto (Milan 1983) in 2018, while the second, in 2020, was the emerging artist **Stefano Perrone** (Monza 1985). Perrone's work investigates the relationship between man and society, with strong focus on the human figure and its movement in space. For Charlie max, this project represents a way of expressing the company's artistic soul and, at the same time, of supporting a world we consider a human heritage, giving each customer a work of art, in limited edition and made by a well-known artist, to keep and exhibit.



## ***PACKAGING STRUCTURE***



Each pair of purchased eyeglasses comes with Charlie max branded packaging: protective box, faux leather case and microfibre cleaning cloth.

At top left is the red case protection box with graphics created exclusively by the emerging artist Stefano Perrone, accompanied by the Charlie max case in faux leather, semi-rigid, matt black with cleaning cloth in grey microfibre and engraved logo.

At top right, the blue case protection box with graphics created exclusively by the emerging artist Stefano Perrone, accompanied by the Charlie max case in faux leather, semi-rigid, beige with cleaning cloth in grey microfibre and engraved logo.

We strongly recommend keeping the box as a collector's item, and as an expression of the strong bond between Charlie max and the art world.



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