



*the Parisians' lifestyle*

**EYEWEAR**  
2020/OPTICAL COLLECTION

**E L L E**

# ELLE

*the Parisians' lifestyle*

WITH 45 EDITIONS IN THE WORLD AND 21 MILLION READERS, THE ELLE MAGAZINE IS THE LEADING REFERENCE FOR FASHION, BEAUTY AND LIFESTYLE. ELLE HAS BUILT ITS WORLDWIDE RECOGNITION, BECOMING SYNONYM OF 'EVERYTHING' TO DO WITH WOMAN, THANKS TO THE FOUR LETTERS LOGO MEANING "SHE" IN FRENCH. SINCE 1945, AND FOREVER, ELLE'S MISSION IS TO ACCOMPANY WOMEN TO MAKE A BETTER WORLD WITH ITS CORE VALUES: JOIE DE VIVRE, FREEDOM AND GENEROSITY. ELLE FOCUSES ON CREATING PRODUCTS THAT ARE ACCESSIBLE TO ALL WHILE ALLOWING EACH INDIVIDUAL TO STAND OUT IN A CROWD. THE ELLE STYLE IS A MIX OF EFFORTLESS ELEGANCE AND PLAYFUL REFINEMENT WITH BOLD COMBINATIONS, WHICH WILL MAKE THE DIFFERENCE. TWISTING A SILHOUETTE TO GIVE IT THAT « FRENCH TOUCH », THAT LITTLE EXTRA THAT MAKES IT SO PARISIAN.

# ELLE

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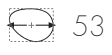
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# ELLE

EL13398

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53



41



58



15



135



OS08



BR



BK



RE

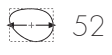


TU

# ELLE

EL13404

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52



39



57



15



135



OS10



BL



BK



DB

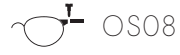
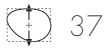
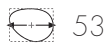


PK

# ELLE

EL13409

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BR



BK



GN

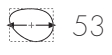


RE

# ELLE

EL13410

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53



40



59



16



135



OS10



GR



BR



BK



WI

# ELLE

EL13419

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 54    39    59    15    135    OS08



GR



BK



PU



RE



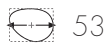
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# ELLE

EL13421

---



53



36



58



16



135



AB528



BR



GR



RE

# ELLE

EL13422

SPRING HINGE

53 36 60 16 135 OS07



BK



BR



PK



RE

# ELLE

EL13436

---



49



42



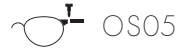
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18



135



OS05



HV



BK



GR

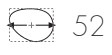


RE

# ELLE

EL13441

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52



35



55



16



135



41g



OS01



BK



HV



PU



RO

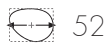
**“DESIGN  
A LIFE YOU  
DREAM  
OF”**



# ELLE

EL13442

---



52



41



56



17



140



AB544



BR



GR



PU

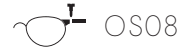
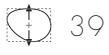
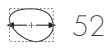


RE

# ELLE

EL13448

---



BL



BK



RE



TT

# ELLE

EL13449

SPRING HINGE

 53    39    57    15    135    No.50



RO



BK



BL



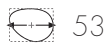
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# ELLE

EL13453

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53



43



58



17



140



OS07



GN



BR



GR



RO

# ELLE

EL13454

SPRING HINGE

52 36 56 17 140 OS05



BR



BK



GN

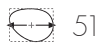


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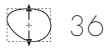
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EL13455

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51



36



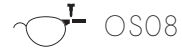
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16



135



OS08



BK



BR



RE

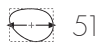


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# ELLE

EL13456

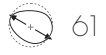
SPRING HINGE



51



41



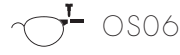
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18



135



OS06



OS06



GR



BL



BR



WI

# ELLE

EL13458

SPRING HINGE

 53    40    58    17    140    OS12



BK



BL



RE

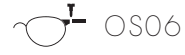
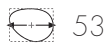


TT

# ELLE

EL13460

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GR



BK



RE

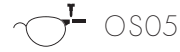
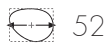


TT

# ELLE

EL13461

SPRING HINGE



GR



BL



BR

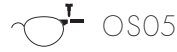
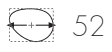


RE

# ELLE

EL13462

SPRING HINGE



BL



BK



BR



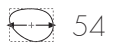
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# ELLE

EL13463

SPRING HINGE



54



45



61



17



135



OS06



OS05



BL



BR



RO



WI

“  
**BE FREE**  
*GET THE ATTITUDE*

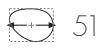
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# ELLE

EL13466

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51



48



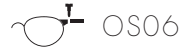
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18



140



OS06



OS05



GD



BK



RO

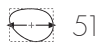


SI

# ELLE

EL13467

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51



45



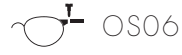
59



19



140



OS06



OS05



RO



BK



GD



SI

# ELLE

EL13468

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50



42



55



18



135



OS06



OS05



PK



BR



BK

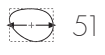


LG

# ELLE

EL13469

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51



44



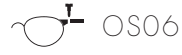
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18



140



OS06



OS05



BR



BK



PK

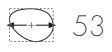


SI

# ELLE

EL13470

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53



43



58



18



140



OS06



OS05



RO



CL



GD









GR

# ELLE

EL13472

SPRING HINGE

---

 52	 37	 56	 17	 135	 OS06
54	39	58	17	135	



BK



BR



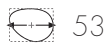
WI



# ELLE

EL13473

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53



41



57



17



140



OS06



GN



BR



GR



RO

# ELLE

EL13474

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 51    46    56    20    140    OS08



BR



BK



GN

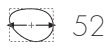


RE

# ELLE

EL13475

SPRING HINGE



52



43



56



18



135



OS06



OS05



GD



PU



RO

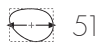


SI

# ELLE

EL13476

SPRING HINGE



51



46



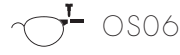
57



18



135



OS06



OS06



GN



GD



PK



RO

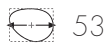


“  
**JOY IS MY**  
**EVERYDAY**  
**POWER**  
”

# ELLE

EL13478

SPRING HINGE



53



44



59



17



140



OS08



OS06



BR



BE



NV



WI

# ELLE

EL13479

SPRING HINGE



53



43



59



17



140



OS08



OS06



PK



BK



BL



BR

# ELLE

EL13480

SPRING HINGE

52 45 61 17 140 OS08



PU



BK



HV



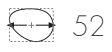
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# ELLE

EL13481

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52



41



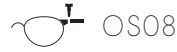
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17



140



OS08



OS06



RE



BR



GN

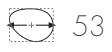


GR

# ELLE

EL13482

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53



44



59



17



140



OS08



OS06



GD



BR

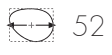


RO

# ELLE

EL13483

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52



40



58



16



140



OS08



CR



BK



PK

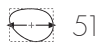


TT

# ELLE

EL13484

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51



45



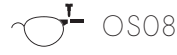
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17



140



OS08



OS06



BR



BK

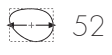


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# ELLE

EL13485

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52



42



58



17



140



OS08



GN



BL



HV

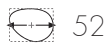


RO

# ELLE

EL13486

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52



35



58



16



140



OS08



BL



BK



BR



RO

**“GENEROsITY,”**  
**WILL CHANGE THE WORLD**



# ELLE

---

## COLOR CODES

**BE** BEIGE  
**BK** BLACK  
**BL** BLUE  
**BR** BROWN  
**BU** BURGUNDY  
**CL** CLEAR  
**CR** CRYSTAL  
**DB** DEMI BROWN

**GD** GOLD  
**GN** GREEN  
**GR** GRAY  
**HV** HAVANA  
**LB** LIGHT BROWN  
**LG** LIGHT GRAY  
**NV** NAVY BLUE  
**PK** PINK

**PU** PURPLE  
**RE** RED  
**RO** ROSE  
**SI** SILVER  
**TT** TORTOISE  
**TU** TURQUOISE  
**WI** WINE

## ICONS



A



B



ED



DBL



TEMPLES



HINGE  
SCREW



RIMLOCK  
SCREW



TRIM SCREW



# ELLE

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BE  
LOVED  
AS YOU ARE  
BELIEVE  
IN YOURSELF.  
THE SOLE  
LIMIT IS  
OUR BELIEFS.  
HAPPINESS  
IS MY  
THERAPY.  
JOY IS  
MY  
EVERYDAY  
POWER.  
I, YOU,  
WE  
INSPIRE  
ME.  
GENEROSITY  
WILL  
CHANGE  
THE  
WORLD.  
I, YOU,  
WE  
MAKE  
THE  
FUTURE  
POSSIBLE.

# “BELOVED AS YOU ARE”

Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my power.

## 2020 ELLE CELEBRATES 75TH ANNIVERSARY

FOR 75 YEARS, ELLE HAD HELPED WOMEN NAVIGATE THEIR DAILY LIVES. SINCE OUR FOUNDING IN 1945, WE HAVE ANALYZED TRENDS, FEATURED POWERFUL VOICES, AND BEEN WOMEN'S STEADY PARTNERS IN LIVING LIFE TO THE FULLEST.

NOW MORE THAN EVER, AS SOCIAL MOVEMENTS HAVE COALESCED AROUND THE RIGHTS AND ROLE OF WOMEN'S VOICES IN ADDRESSING KEY ISSUES, THE ELLE BRAND REMAINS A BEACON. WE CHAMPION A WORLD THAT IS FULL OF POSITIVITY, SELF-ESTEEM, FREEDOM, AND SELF-EMPOWERMENT.

HAPPY 75 YEARS FROM ALL OF US AT ELLE. THANK YOU FOR BEING A PART OF OUR JOURNEY.

NOW, LET'S CELEBRATE!

Let me feel my attitude. Dare Believe in yourself. Happiness everyday power. Generosity will Shape the world. Heroine everyday Decide and go you dream of. Be yourself. Let me feel attitude. Dare to be who you want. Believe our beliefs. Happiness is my therapy. Joy is We inspire me. Generosity will change the future possible. Shape the world. everyday (except sunday). Decide and go for it. Design a life you dream of. Be yourself. Let me feel my way. Be free, get the attitude. Dare to be who you want. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. Shape the world. Change the world.



for it. Design a life my way. Be free, get the in yourself. The sole limit is my everyday power. I, You, the world. I, You, We make Change the world. Heroine everyday (except sunday). Decide and go for it. Design a life you dream of. Be yourself. Let me feel my way. Be free, get the attitude. Dare to be who you want. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. Shape the world. Change the world.

# BE GET TH

Let me feel my way. Dare you want. Be loved as you in yourself. The sole limit Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible. Shape the world. Decide and go for it. Design a life you dream of. Be yourself. Let me feel my way. Joy is my everyday power. Be loved.

# SHAPE THE

Design a life you dream of. Let me feel my way. Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible. Heroine everyday (except sunday). Decide and go for it.

# ELLE

I, You, We inspire me. Be free, get the attitude. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible. Heroine everyday (except sunday). Decide and go for it.

# DECIDE & GO FOR IT

Let me feel my way. Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible. Shape the world. Change the world. Heroine everyday (except sunday). Decide and go for it. Design a life you dream of. Be yourself. Let me feel my way. Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible.

MAKE THE FUTURE IMPOSSIBLE

Let me feel my way. Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible. Shape the world. Change the world. Heroine everyday (except sunday). Decide and go for it. Design a life you dream of. Be yourself. Let me feel my way. Be free, get the attitude. Dare to be who you want. Be loved as you are. Believe in yourself. The sole limit is our beliefs. Happiness is my therapy. Joy is my everyday power. I, You, We inspire me. Generosity will change the world. I, You, We make the future possible.

“*I*  
*YOU*  
*WE*

*INSPIRE ME*

”



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