

## **GIGI STUDIOS is happy to announce that it is going direct in Canada from 5/05**

**The independent and global brand, with a three-generation family legacy** and which has built a great success internationally, with presence in +50 countries and empowered by a team of +150 people globally.

**Gigi Studios has a wide collection** based on the pillars of **fashion and handcraft**, that stands out for its superior quality and sell-out.

The goal is to ensure that a relevant market as **Canada has the attention it deserves.**

It is an important and mature step for the company in the midst of its international expansion, Canada joins the group of 18 markets that the brand operates directly, including the USA through its subsidiary in Miami.

The objective pursued by the brand is **to offer the best service to all its optical clients**: offering best-in-class collection availability, speeding up service times by avoiding intermediaries, extending the warranty coverage, and ensuring a direct excellent after sales service.

GIGI Studios wants to put **efforts in supporting its customers, ensuring that all branding tools are at their disposal**, providing access to its powerful **B2B platform** developed for opticians and various key marketing initiatives with relevant impact in other countries.

The brand is pursuing its goal to position as a leading global brand and wants Canada to be included in the development plans, investing in strengthening the positioning and brand awareness in this market.

Contact us by email! [canada@gigistudios.com](mailto:canada@gigistudios.com) and we will provide you with the necessary support, as well as your B2B credentials.