

GIGI STUDIOS

GIGI STUDIOS X EL SILENCIO IBIZA

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GIGI Studios presents its collaboration with El Silencio Ibiza

GIGI Studios' collaboration with **El Silencio Ibiza** is a multidisciplinary action: a limited edition capsule collection inspired by the Ibiza sunset, an immersive art installation and the brand's first pop-up store—a unique experience to travel from calm to ecstasy.

GIGI Studios presents its collaboration with El Silencio Ibiza for the summer of 2023. A multidisciplinary action inspired by the Ibizan sunset and the duality of an island that moves between the calm of the day and the frenzy of the night. The collaboration has materialised in a capsule collection of **three limited edition sunglasses**, which will be available in the pop-up store built in El Silencio Ibiza and the brand's website during the action.

The different gradations of Ibiza's light can be found in the three acetate models specially launched for this capsule: **RAY**, **OMBRA** and **GOLDEN**. The collection has been worked on intensively to achieve the most representative colours of the Mediterranean sunset and the **Calm & Ecstasy** concept, which aims to show the two souls of the island.



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POP-UP Store

The first pop-up store of **GIGI Studios** will be open during the whole summer season without interruption at the entrance of El Silencio Ibiza, just opposite the swimming pool. **From 12 pm to 10 pm** at the pop-up store, the capsule collection will be available alongside a selection of the brand's most iconic and representative sunglasses.

The pop-up has been designed by the interior designer **Isern Serra's team**, one of the most renowned in Barcelona. The colours and materials give continuity to **the tribute to the sun and the Mediterranean**. The circles and the clean and luminous colours are part of Serra's essence.



The Oracle, immersive art curated by GIGI Studios

Artist and music producer **Dan Ghenacia** and the Alpha Wave Experience collective will present their installation, **The Oracle**, at El Silencio, an **immersive artwork** curated by GIGI Studios. This remarkable piece constitutes a journey into the viewer's interior, thanks to the lamps inspired by *The Dreamachine* —a 1960s light installation by one of the most renowned representatives of the beat generation, Bryon Gysin. The artwork can be visited daily during the summer, from 12 pm to 10 pm.





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About GIGI Studios

GIGI Studios is an independent brand based in Barcelona, which since 2015 designs and produces unique eyewear fusing fashion and creativity with craftsmanship. Designs handmade by expert artisans using noble materials from Italy, Germany and Japan. A precise execution that, combined with the right technology, achieves the most sophisticated aesthetics.

Patricia Ramo, CEO and creative director, is the third generation of a family in the optical sector for over five decades. A family spirit that has led the brand to be today in opticians' shops and independent retailers in more than 50 countries.

About El Silencio Ibiza

El Silencio Ibiza is the beach club created by Silencio, a Parisian club dedicated to the creative industries, which promotes a different vision of culture through a hybrid and contemporary programme. A meeting place for the artistic communities, the music and film industries, as well as major fashion and luxury houses.