



GIGI STUDIOS

LE CLUB DE LECTURE

[DOWNLOAD THE PRESSKIT](#)

Includes the new lookbook, social media campaign images and videos, and the packshots of the new collection.

With Le Club de Lecture, the FW 23/24 campaign, GIGI Studios creates a meeting place for reading, listening, and exploring the world from different perspectives.

The setting: an abandoned Parisian library. The protagonists: nine unique people who come together and connect thanks to their passion for books. Le Club de Lecture, the FW 23/24 campaign by GIGI Studios, invites us to be spectators of the conversation that this group will have about their favourite books and wants to highlight the importance that literature can have as a trigger for empathy and self-discovery, and the need to take a break from the hustle and bustle of everyday life to be inspired and fully present in the moment.

Florence, Rafaëll, Gaia, Antoine, Valentine, Deniz, Johnny, TJ and Joana are the nine faces that bring the campaign to life. Nine heterogeneous and eclectic profiles to show our society's diversity and richness.



VINCENZA 6833



MELVILLE 6847

VANGUARD COLLECTION FW 23/24. SOPHISTICATION AND INNOVATION

The new GIGI Studios collection presents meticulously crafted models in the Barcelona atelier. Their **delicate details and handcrafted finishes** reiterate the brand's commitment to exceptional design.

The new designs of the **VANGUARD** collection, which defines **GIGI Studios' standard of elegance and sophistication**, are characterised by geometric shapes and bold volumes in natural Italian acetate, which gives them a powerful identity through their sculpted rims. Highlights include **LUDOVICA**, oversized, mask-style and rounded contours, and **BONNIE**, an aviator model in an innovative colour palette. **VINCENZA** and **MATILDE** stand out for their more geometric shapes and elegant bevels.

The **VANGUARD Optical FW 23/24** collection consists of eight powerful, uniquely styled acetate designs created to **enhance all aspects of each personality**. The new models, such as **PHOEBE** or **AMAIA** stand out for their two-layer acetate mix, producing unique transitions and gradients.



BONNIE 6837



AMAIA 6830/9

GIGI STUDIOS MEN FW 23/24, CONTEMPORARY MASCULINITY

GIGI Studios expands the MEN collection of optical and sun contemporary designs with superior calibers. A commitment to purity and character is reflected in the MELVILLE optical model, with a thick acetate rim and a slightly geometric shape. On the other hand, HAWKING and MAXWELL, made of titanium and acetate, are two optical designs from the new collection that stand out for their lightness and the elegance of their details.

The two new acetate sun designs, BRYANT and MAGNO, feature thick acetate rims and defined shapes. As with the entire MEN sun collection, the CR39 lenses are polarized.



MAXWELL 6848



MAGNO 6851



JUSTICE 6829

ABOUT GIGI STUDIOS

The history of GIGI Studios is a testament to a passion for craftsmanship. A constantly evolving commitment, passed down from generation to generation, to meet the needs of a discerning and demanding public. From our beginnings in 1962's Barcelona to today's global consolidation, our dedication to craftsmanship and creative expression remains at the core of everything we do, offering quality and sophistication in an accessible way.