

GIGI STUDIOS

**The Breakfast
SS'24 Campaign**



Download the Presskit

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

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**Introducing The Breakfast,
GIGI STUDIOS SS24 campaign,
an invitation to capture the beauty
of the unexpected.**

The new SS24 collection launched in this campaign comprises lighter, hand-crafted models of reduced weight thanks to thinner acetates and carefully designed inner bezels, resulting in the statement of individuality and creative expression that is the brand's signature.

The Breakfast SS24 campaign invites us to look at the daily unforeseen connections and to embrace the potential of the most ordinary circumstances. With this campaign, GIGI STUDIOS captures the essence of chance in an apparently normal moment: a breakfast between strangers.

Set in the idyllic Empordà, six characters –Maja, Gabriel, Anna, Ives, Dorcas and Dante– meet at their hotel table, sharing the morning ritual of the first meal of the day. Surrounded by magnificent green fields and warm summer light, the group connects and merges with Nature, celebrating its presence in the awakening of a new day.





VITTORIA 6895/9



LIZZIE 6888/6



SYLVIE 6890/1



PIPER 6898/2

SS24 VANGUARD COLLECTION, SOPHISTICATION AND SUSTAINABILITY

The optical and sun designs of the new GIGI STUDIOS collections are a statement of individuality and creative expression. The handcrafted collection mixes fashion, a perfect fit and enhanced lightness. This weight reduction is achieved through thinner acetates and carefully designed inner bezels.

The new natural Italian acetates and German stainless steel designs of our VANGUARD collection show GIGI STUDIOS' standard of elegance and sophistication through their contemporary shapes.

The new acetate models feature the new brand logo, impeccably incorporated on the temples of selected optical and sun glasses, and new gradient-toned acetates.

The sunglasses in the new SS24 collection balance a distinctive design with comfort, thanks to their lightness. Among the six new designs –three made of acetate and three of stainless steel– PIPER, a slim oval model made in four signature shades, stands out and will be available only online.

The brand's commitment to sustainability is shown by using black acetate of recycled origin in the VANGUARD and MEN collections. This material is produced by Mazzuchelli, the most prestigious acetate manufacturer in the industry. GIGI STUDIOS will continue incorporating recycled and organic acetates that meet the brand's aesthetics.



MEN COLLECTION. A CONTEMPORARY AND LIGHTWEIGHT DESIGN

GIGI STUDIOS is extending its MEN optical and sun collection of contemporary designs with superior calibres. The new acetate models' shapes show a commitment to purity and character and are lighter thanks to the improvement of the inner bezels.

The collection has six new optical models: three in acetate and three in stainless steel. The EDISON design stands out, and it is available in two calibres.

CHOPIN and MARX are the two new acetate sun models, lighter than previous iterations but without sacrificing the collection's characteristic design power. MADISON, the third sun design in the new collection, is an aviator-style model with a double bridge. As with all the sunglasses in the MEN collection, the CR39 lenses are polarised and feature the best treatments.



MADISON 6907/9



LENIN 6903/5



EDISON 6899/3



CHOPIN 6905/5



ABOUT GIGI STUDIOS

GIGI STUDIOS, which stands for craftsmanship and excellence, is a reference in the optical industry. Its eyewear combines tradition, innovation and artistic exploration, making it unique. From its origins in Barcelona as a family business to becoming a major global brand, the evolution of GIGI STUDIOS is a testament to its commitment to quality and attention to detail.

GIGI STUDIOS

WEBSITE

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