

GIGI Studios



TIME

TO

SHINE

SS23

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

GIGI Studios presents TIME TO SHINE, the new Spring/Summer 2023 campaign: an invitation to enjoy who we are, freely and without reservation, and which encourages us to share our many faces with the world.

“Time To Shine”, the new GIGI Studios campaign, invites us to enjoy the small, everyday interactions intensely and encourages us to show and share our many faces. Based on the premise that our identity comes out in the trivial moments, the campaign reminds us that dancing, enjoying an evening with friends, kissing or looking for beauty in unexpected places are the true ways to show ourselves as we are.

The campaign for the new GIGI Studios collection stars models Sophie Koella and Maurits Buysse. The new SS23 designs combine the more sophisticated and uniquely stylish lines of the VANGUARD collection with the contemporary and timeless shapes of the GIGI Studios MEN collection.



«Our identity is constantly changing and growing. We shine when we enjoy who we are, wherever we are»

The designs of the GIGI Studios VANGUARD and MEN collections aim for maximum expressiveness, a statement of intent in terms of one's own individuality and creativity, and this is reflected in the SS23 Time to Shine campaign.

The GIGI Studios VANGUARD collection incorporates new styles that stand out for their elaborate angles sculpted in acetate and for the use of unique laminations combining different shades. GALILEA and CELINE stand out in our shades line, two enveloping designs with rounded angles. In eyewear, we find designs with finer contours and innovative constructions, such as FEDERICA and LORENZA, which combine an acetate front with metal temples.

GIGI Studios MEN - with contemporary shape designs in larger sizes - introduces new acetate eyewear models that reinterpret the iconic round shape. In our shades line, we are adding new acetate designs and metal with acetate rims. A collection that is as flexible and lightweight as robust and durable.

All GIGI Studios creations are a combination of craftsmanship and technological innovation. Made of natural Italian acetate, German stainless steel and Japanese titanium, our original designs come to life in the Barcelona atelier.





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About GIGI Studios

GIGI Studios is an independent brand based in Barcelona that, since 2015, has designed and produced unique eyewear, merging fashion and creativity with craftsmanship. Expert artisans create designs by hand using noble materials from Italy, Germany and Japan; a precise execution combined with the right technology manages to achieve the most sophisticated aesthetics.

Patricia Ramo, the CEO and creative director of GIGI Studios, is the third generation of a family dedicated to the optical sector for more than five decades. This spirit has made the brand present in opticians and independent retailers in more than 45 countries.