



ODD
FRUITS



GIGI STUDIOS

Odd Fruits

Nature has always been an inspiration for human creativity. Fruits, in particular, are perfect examples of how even the smallest details can be beautiful. With vibrant hues, unexpected colour combinations, odd shapes, and diverse textures, each fruit possesses its own unique identity that quickly captures our attention. However, beyond their striking visual appearance, fruits also have a broader dimension — one that, upon closer examination, has the power to liberate our senses.

This is the essence of GIGI STUDIOS' new collection: 'Odd Fruits'.





The collection consists of six acetate styles of sunglasses and optical models, each playfully embodying its inspirational concept. Meticulously created by GIGI STUDIOS' team in Barcelona, these pieces showcase bold colours and delicate sculptural frames with soft bevels and geometric shapes, designed to make a statement for any personality.

The 'Odd Fruits' campaign celebrates the eccentric style of fruits and their singular features, which indeed are the creative force behind this collection.



Odd Fruits

Concept
Moodboard



**Optical
(3 Models)**



FRESH / 6939
Acetate
4 Colors



ACID / 6940
Acetate
4 Colors



TENDER / 6941
Acetate
4 Colors

**Sun
(3 Models)**



BITTER / 6942
Acetate
4 Colors



LUSH / 6943
Acetate
4 Colors



CITRUS / 6944
Acetate
4 Colors



(1)

**TECHNICAL
AND DESIGN DETAILS.
OPTICAL.**





LIGHT ACETATES

The acetates used in the optical models are only 4 mm thick, with inner bevels created to enhance their overall lightness.



DETAILS ON TEMPLES

Some temples feature distinctive geometric shapes that creatively interact with various laminations.



EXCLUSIVE COLORS

The acetate colors in this collection have been specially crafted by the GIGI STUDIOS design team, inspired by the vibrant hues of tropical fruits.

INNOVATIVE LAMINATIONS

The laminations in solid colors on the inside face of the sunglasses stand out. The resulting effect of this inner lamination is a more contrasted effect and new color shades

Odd Fruits

Technical and
design details.
Optical.



Odd Fruits

Technical and
design details.
Optical.



FRESH
53 / 15 / 140



6939/1
Black



6939/2
Tortoise



6939/6
Pink



6939/7
Crystal Green

Odd Fruits

Technical and
design details.
Optical.



ACID
53 / 19 / 140



6940/1
Black



6940/2
Tortoise



6940/7
Lime



6940/9
Orange

Odd Fruits

Technical and
design details.
Optical.



Odd Fruits

Technical and
design details.
Optical.



TENDER
53 / 16 / 140



6941/1
Black



6941/2
Tortoise



6941/5
Yellow



6941/6
Burgundy

Odd Fruits

Technical and
design details.
Optical.



(2)

**TECHNICAL
AND DESIGN DETAILS.
SUN.**





LIGHT ACETATES.

The acetates used in the sun models are only 5 mm thick, with inner bevels created to enhance their overall lightness.



DETAILS ON TEMPLES

Some temples feature distinctive geometric shapes that creatively interact with various laminations. The endtips match with the front lamination.



**EXCLUSIVE COLORS
IN ACETATES AND LENSES**

Like the acetates, the lenses, in addition to incorporating the best treatments, have been developed with new tones created especially for this collection.

INNOVATIVE LAMINATIONS

Laminations in solid colors on the inside of the frame create a more contrasted effect, offering new and varied color shades.

Odd Fruits

Technical and
design details.
Sun.



BITTER
51 / 22 / 145



6942/1
Black



6942/2
Tortoise



6942/5
Yellow



6942/6
Burgundy

Odd Fruits

Technical and
design details.
Sun.





LUSH
54 / 20 / 145



6943/1
Black



6943/2
Tortoise



6943/6
Burgundy



6943/7
Crystal Green

Odd Fruits

Technical and
design details.
Sun.



CITRUS
53 / 19 / 145



6944/1
Black



6944/2
Tortoise



6944/7
Lime



6944/9
Orange

Odd Fruits

Technical and
design details.
Sun.



Odd Fruits

Trade
Marketing

DISPLAY

Measures 40x25 cm.
Horizontal image with back support.
Automatic with orders of a minimum of 4 units
from the Collection.



CANVAS DOUBLE FACE

Measures 50x80 cm .
Double face image prepared to be hung.
It should be requested through ForSales App.







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of high-end fashion closer.