

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









Collection Arquitecture

# 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





#### Odd Fruits

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**

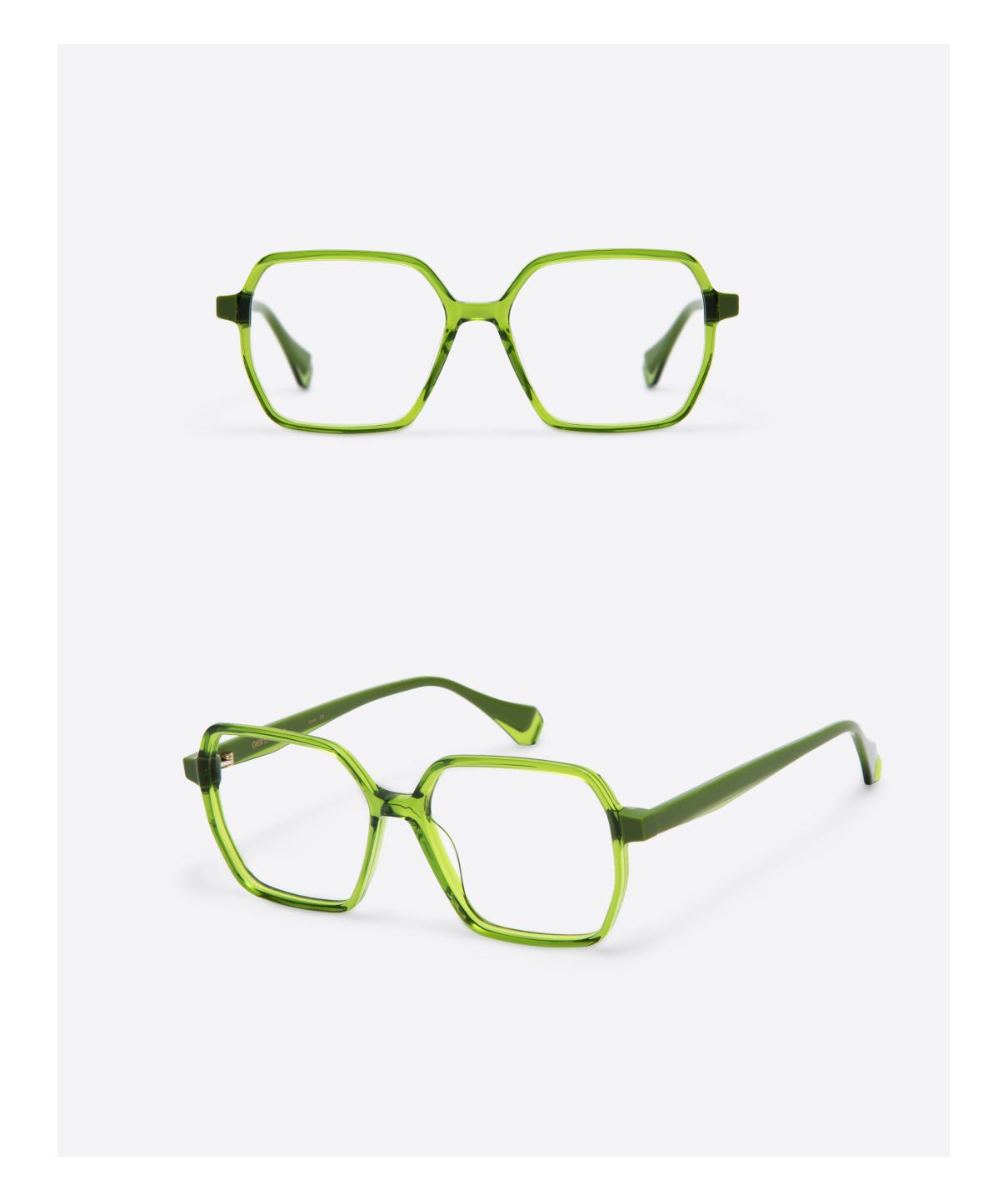
The acetate colors in this collection have been specially crafted by the GIGI STUDIOS design team, inspired by the vibrant hues of tropical fruits.

#### **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



Technical and design details. Optical.



# FRESH 53 / 15 / 140



6939/1 Black

6939/2 Tortoise



6939/6 Pink



6939/7 Crystal Green

Technical and design details. Optical.



# ACID 53 / 19 / 140



6940/1 Black

6940/2 Tortoise



6940/7 Lime



6940/9 Orange

Technical and design details.
Optical.





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. 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. Technical and design details. Sun.



## BITTER 51 / 22 / 145



6942/1 Black

6942/2 Tortoise

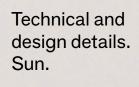


6942/5 Yellow



6942/6 Burgundy

# Odd Fruits







Technical and design details. Sun.



LUSH 54 / 20 / 145



6943/1 Black

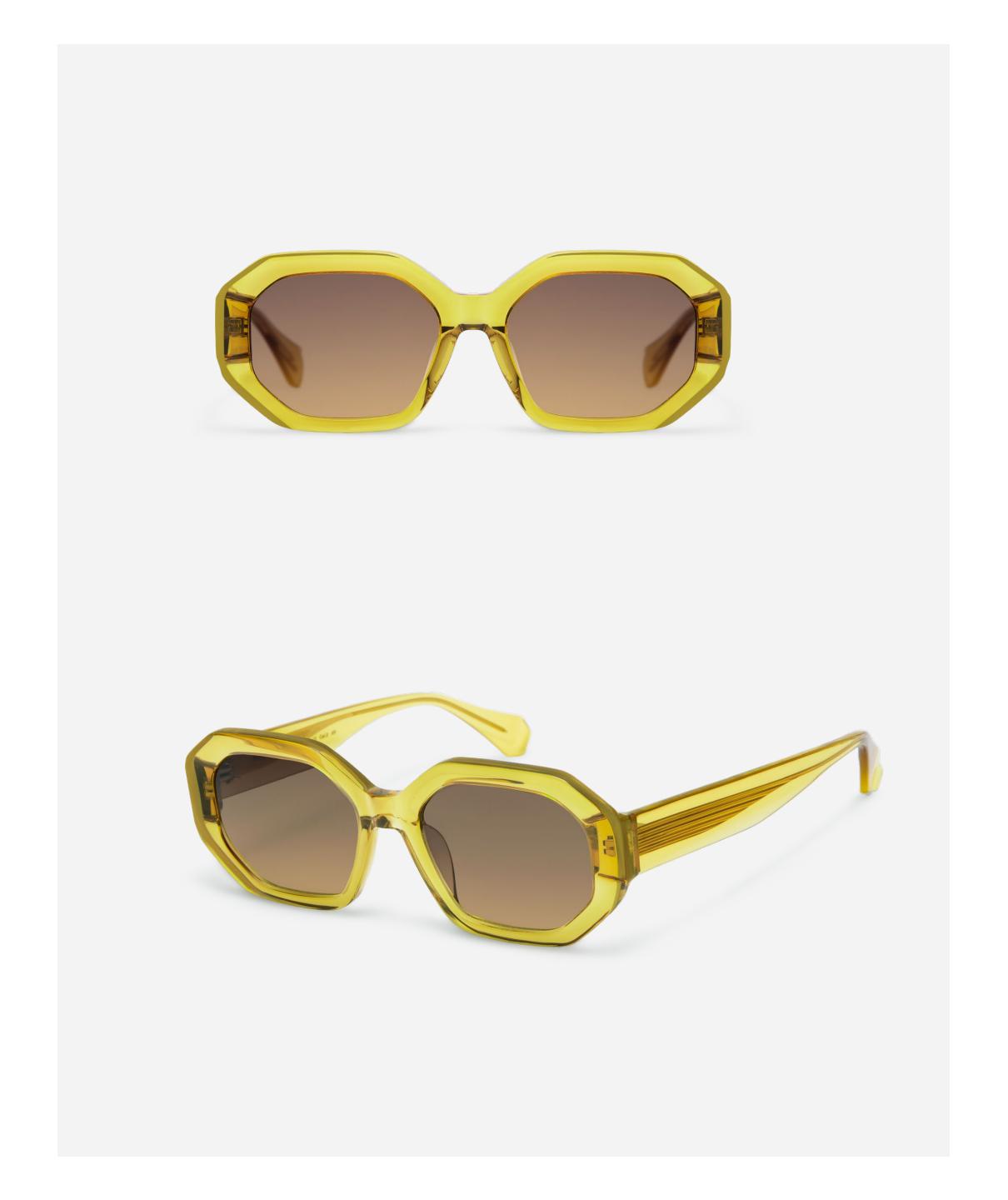
6943/2 Tortoise



6943/6 Burgundy

6943/7 Crystal Green

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.



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.







