



MARCOLIN

GCDS


BRAND & PRODUCT PRESENTATION
Release 244

Marcolin Spa

Società con Socio Unico | Sede Sociale e Uffici Amministrativi: Zona Industriale Villanova, 4 - 32013 Longarone (BL) - Italy
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- 1. Brand Identity**
- 2. Brand News**
- 3. Trends**
- 4. The Eyewear Collection (Pills and key messages)**
- 5. Best Sellers (Top 10)**
- 6. Digital and Social Media Strategies**
- 7. Release Overview**
- 8. ADV - Visibility – Packaging**
- 9. Product sheets**

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GCDS aka «GIULIANO CALZA DESIGN STUDIO»
IS BORN IN **2015**
FROM THE SMART IDEA OF TWO YOUNG **BROTHERS**



GIORDANO CALZA



CEO



GIULIANO CALZA



CREATIVE DIRECTOR

GCDS is a cutting-edge fashion brand renowned for its **bold and innovative designs** that seamlessly fuse streetwear aesthetics with high fashion sensibilities. At the heart of GCDS lies a **commitment to pushing boundaries and challenging conventions.**

GODS

“Creating an entertaining and exciting identity that proves Made in Italy can mean both high product quality and having fun at the same time.”

- A creative universe that blends **pop culture, luxury and made in Italy craftsmanship**
- The evolution from an exponentially-growing streetwear brand to a **new luxury icon**
- A **digital entertainment company** that has been able to build a strong community of international influential artists such as Dua Lipa, Beyonce and many others



PRODUCT CATEGORIES



APPAREL COLLECTION
-CORE BUSINESS-



SHOES & ACCESSORIES
COLLECTION



GADGET COLLECTION



BEAUTY COLLECTION

BRAND VALUES



ITALIAN LIFESTYLE

NEAPOLITAN ROOTS CAPTIVATING PASSIONATE CHERISHED

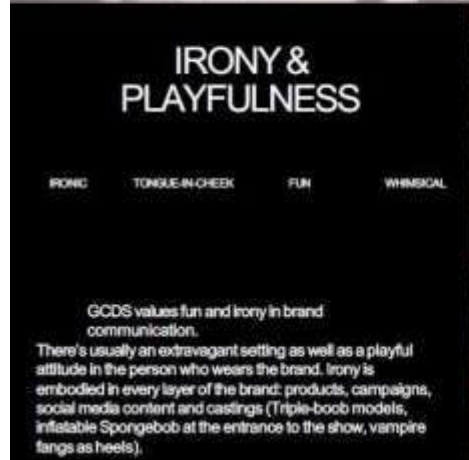
GCDS is more than Italian-born. Indeed, Napoli is the creative director's cherished hometown and is intrinsically tied to everything that GCDS was, is, and will be. A boundless source of inspiration for the young designer, Napoli is a fount of chaos, of emotions, and of course, of rebellion. This rebellious spirit, however, is not aimless, but comes into play whenever external societal forces seek to contain, contrive, or compromise. This is the spirit of Napoli, the spirit of Giuliano, the spirit of GCDS.



SEXUALLY LIBERATED

SOXY SELF EXPRESSION LGBTQI FREEDOM

GCDS communication, whether in products themselves, shows or campaigns, celebrates sexual liberation. Pamela Anderson in an advertising campaign shot by Nadia Lee Cohen, vinyl crochet bikinis on world famous celebrities like Dua Lipa & Anitta or product campaigns featuring completely naked models wearing nothing but shoes - GCDS promotes being comfortable in one's own skin while defying societal norms regarding nudity and sexual expression.



IRONY & PLAYFULNESS

IRONIC TONGUE-IN-CHEEK FUN WHIMSICAL

GCDS values fun and irony in brand communication.

There's usually an extravagant setting as well as a playful attitude in the person who wears the brand. Irony is embodied in every layer of the brand: products, campaigns, social media content and castings (Triple-boob models, inflatable Spongebob at the entrance to the show, vampire fangs as heels).



POP CULTURE

VIRAL CELEBRITY CULTURE CULTURAL ZESTICENT KAWAII

GCDS communication feeds on what is currently trending in music, cinema and social media. In turn, the brand feeds pop culture, creating viral moments and events that bring excitement to a global audience. Through unexpected partnerships with iconic brands, whether FMCGs (Barilla, Pepsi) or Cartoons (Hello Kitty, Spongebob, Rick & Morty) or Fashion (Mizuno, Onitsuka Tiger, Clarks), the brand dedicates ample space to creative partnerships.



BRAND VALUES



ARTISAN CRAFTSMANSHIP

LOCAL ARTISANAL UNEXPECTED ITALIAN PRIDE

Unexpected and unconventional details, local artisans and territory-specific craftsmanship, quality that lasts a lifetime, taking pride in supporting national supply chains.



ELEVATED KITSCH

CHEAP GLAMOUR MASS APPEAL FASHION

Giuliano Calza developed a certain affection for often snubbed objects with mass market appeal during his years in Naples, Shanghai, HK and NY. These common and usually banal products became the backdrop for his life experiences and accompanied him through various adventures. At GCDS, he enjoys taking these old references and elevating them as the centerpiece of fashion statements, by redefining and glamorizing their existence.



FUTURE NOSTALGIA

CULTURE MODERNIZING THE PAST POP CULTURE MOMENTS

Icons of the past are a source of inspiration for GCDS' world of creative expression. The brand modernizes icons by inserting them into unexpected moments: Sophia Loren as the protagonist of a Barilla campaign with an inclusive, diverse guest list for dinner; Bram Stoker's Dracula turning into a set of sharp fangs on the heel of a latex boot; GCDS looks on Orietta Berti as the Sanremo star... The brand aims to bring new meaning to the cultural relevance of these icons to inspire future nostalgic moments in pop culture. The icons, whether Sophia Loren or Pepsi, are modernized through dynamic GCDS communication.



TOYS FOR ADULTS

WHIMSICAL NAIF COLLEGE CHILDISH JOY HEIRLOM

It is important for GCDS to help its audience reconnect with their inner child and re-experience the joy toys brought when they were young. That's why the brand proposes unconventional products that can spark that kind of joy while elevating an everyday look into a fashion statement. Sharp fangs as heels, heart shaped bags, and Spongebob bikinis are all examples of this redefinition of toys for a more mature audience.



LATEST COLLABORATIONS



SS2021



GCDSxMIZUNO

SS2021



GCDSxMMLM

SS2021



GCDSxRICK & MORTY

FW21/22



GCDSxALCANTARA

FW21/22



GCDSxMOONBOOT

FW21/22



GCDSxLOONEY TUNES

SS2022



GCDSxONEPIECE

SS2022



GCDSxBRAT

FW22/23



GCDSxHELLO KITTY

FW22/23



GCDSxCLARKS

SS2023



GCDSxSPONGEBOB

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GCDS "BACI FROM LOS ANGELES" SS24 CAMPAIGN

Visionary Giuliano Calza, Creative Director of GCDS, has launched a new photo campaign called "*Kisses from L.A.*" The project was created in collaboration with the U.S. agency Backgrid, one of the most influential in photography as far as paparazzi is concerned.

The campaign features models in the most famous places in Los Angeles. There is no shortage of a middle finger, a throw of coffee toward "paparazzi" and a surprised couple at the edge of their own pool. To play even more on this stolen photo effect, on

GCDS's official Instagram profile the images were accompanied by fake scandal headlines, modeled after English-language tabloids as "*Trouble in Paradise – GCDS Couple share a tense moment at Sushi Park*".





GCDS “SOFTPORN LAUDRY” ACTIVATION

The SS24 Spring Pack gifting activation presents the GCDS starter pack for the spring and festival season. The concept takes inspiration from the “*Fresh from the laundry*” feeling representing the **freshness linked to the beginning of the spring season**. Within the pack, personally signed by Giuliano Calza, there is a selection of ready-to-wear, beachwear and eyewear items.





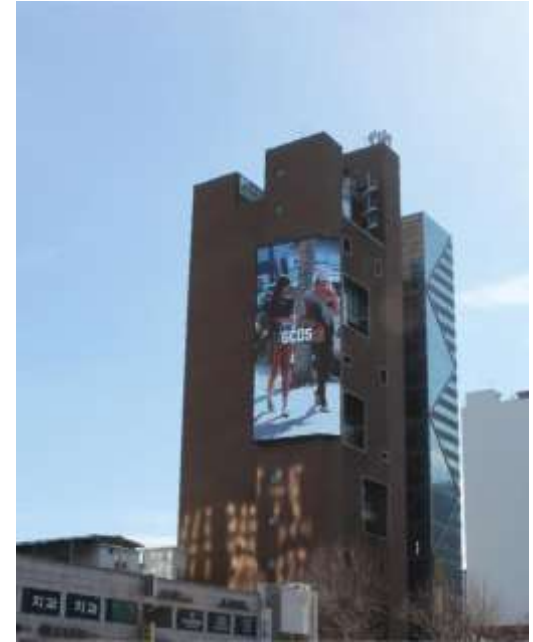
GCDS FALL WINTER 24/25 «TOYS FOR ADULTS»

How beautiful is youth, which one nevertheless flees. Giuliano Calza, with his latest fashion show, launches an intimate message of escape and hope. The dramatic storytelling suggests not to abandon the good things in life and that you often only remember when you are young. Exploring memories and moods, Calza reflects on the desire to be a child again and the opposite desire of the youngest to accelerate towards the age of maturity. A dualism that creates a playful subversion. Also on the catwalk is Chucky, the killer doll antagonist of Universal Pictures' horror series, with his iconic 'Good Guy' hammer reinterpreted as a bag.



GCDS LANDS IN KOREA

With its unconventional spirit, unique graphics and recognisable style, GCDS is ready for the new pop-up in Korea.



GCDS & HELLO KITTY

For 50 years, Hello Kitty has inspired entire generations, becoming a true pop culture icon, and her message of friendship and inclusion continues to resonate with fans of all ages today.

GCDS, which has been collaborating with Sanrio since 2017 including the famous character in its fashion collections, knows this well. The partnership has been renewed for the SS24 season with a capsule collection featuring new ready-to-wear garments along with some well-known best sellers such as the Crochet Bikini worn by numerous celebrities. But that's not all. For the occasion, the **PAN Milano bistro**, known for its combination of classic viennoiserie pastries with the famous Japanese recipes, will be customised with GCDS x Hello Kitty elements and will offer shokupan and doughnuts inspired by the aesthetic symbol.





GCDS EYEWEAR IN RINASCENTE MILANO «EYEWEAR PARTY»

30th April – 10th June 2024, Airsnake, Rinascente Milano -1 Floor.

In the unique space of Rinascente dedicated to events, new and out-of-the-box products and brands, GCDS Eyewear takes part to the «Eyewear Party»: a temporary installation to celebrate some selected eyewear brands. Dedicated set up of GCDS recalling the monogram pattern is enriching the presence of the brand where people can meet the collections and buy the products.



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TRENDS FW24 | KEY SHAPES

The #MainCharacterEnergy cat's-eye

Why is it key? In line with A/W 24/25's main character energy forecast theme, and confirmed at Vision Expo, a playful statement aesthetic injects newness into classic cat's-eye frames, highlighting this style's growing #GenderInclusive appeal.

Design detail: chunky, oversized frames are a must, with rounded or squared-off points. Use sustainable materials such as bio-acetates, recycled plastics or natural materials such as wood, as seen at Madrid-based Nina Mûr. Convey the energetic flair of this story with a vibrant palette that will create IRL and digital impact. Explore glossy sheen and #ColourBlocking arrangements, as they have been a key update at recent trade shows. Don't forget optical frames, as consumers embrace offbeat designs in everyday accessories.



#TheNewIndie aviator

Why is it key? #TheNewIndie aesthetic continues to trend, especially among younger consumers. This was confirmed at Coachella and on the A/W 23/24 men's catwalks, influencing the return of the XL aviator frame.

Design details: an oversized and chunky silhouette in bio-based acetate or recycled plastic is a must. Opt for monotone structures and a limited-hardware approach to reduce material cost and enhance recyclability. As this style is ideal for indie glow #DayToNight styling, use clear and optical lenses to allow for indoor use, as seen at US brand Tom Ford. This style is also the perfect vehicle for introducing gradient ombré effects and ghostly translucent finishes, and can be produced with barely there metals.



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WHY GCDS?

TO BROADEN AND DIFFERENTIATE
THE MARCOLIN PORTFOLIO WITH A
STREETSTYLE, YOUNG
AND FASHIONABLE BRAND

WHY GCDS?

IRREVERENT COLOURFUL NEVER BORING TREND SETTER



MARCOLIN



THE EYEWEAR CATEGORY



GCDS
EYEWEAR



April 2024

26

TARGET



GEN Y – Z & UNISEX

FASHION
STREETSTYLE ADDICT

IRREVERENT AND
SELF-CONFIDENT

MODERN AND
COSMOPOLITAN

THE EYEWEAR COLLECTION: NEW COLLECTION ARCHITECTURE

A NEW ARCHITECTURE THOUGHT TO SIMPLIFY:
SIMPLER, EASIER TO EXPLAIN, STRONGER TO SELL.

GCDS SOUL



for every wow piece, the
extraordinary ones,
the more instagrammable

GCDS LIFESTYLE



for every piece
that can be worn
in the everyday

THE EYEWEAR COLLECTION: 2 PRODUCT FAMILIES

GCDS SOUL

THE PURE ESSENCE OF THE BRAND

BOLD

TREND SETTER

EXCENTRIC

IRREVERENT



GCDS LIFESTYLE

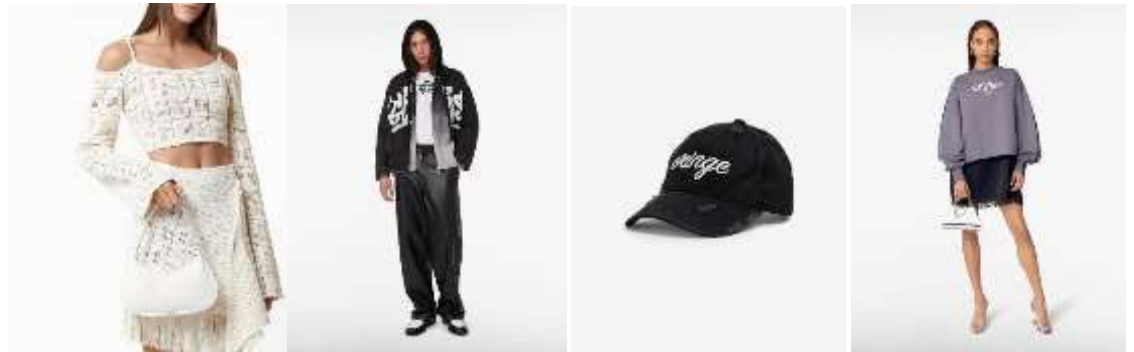
COOLNESS WITHOUT EXCEEDING

METROPOLITAN

TREND LOVER

EYE CATCHING

FASHION INSPIRED



THE EYEWEAR COLLECTION – GCDS SOUL



Styles that express the DNA of GCDS thanks to eye-catching models with strong shapes, strong colors, voluminous shapes or unconventional matching. Key word: generate surprise.

3 SUN STYLES



GD0051



GD0054



GD0053

1 OPTICAL STYLE



GD5036

THE EYEWEAR COLLECTION – GCDS LIFESTYLE



Styles that convey brand DNA thanks to unique styles yet focusing on the everyday and on wearability. Key word: impress.

5 SUN STYLES



GD0052



GD0057



GD0055



GD0058



GD0059

5 OPTICAL STYLES



GD5037



GD5039



GD5038



GD5040

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BEST SELLER

WORLWIDE ORDERS* - 12 MR YTD 31.03.2024

SUN	
1 REL 232  GD0033	6 REL 241  GD0046
2 REL 232  GD0034	7 REL 234  GD0039
3 REL 234  GD0040	8 REL 232  GD0032
4 REL 234  GD0041	9 REL 234  GD0038
5 REL 234  GD0037	10 REL 222  GD0023

OPTICAL	
1 REL 224  GD5012	6 REL 234  GD5026
2 REL 234  GD5023	7 REL 232  GD5018
3 REL 232  GD5020	8 REL 232  GD5010
4 REL 224  GD5014	9 REL 232  GD5017
5 REL 234  GD5027	10 REL 234  GD5025

*EXCLUDED GCDS BOUTIQUES AND OFF PRICE

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CELEBRITY E INFLUENCER - GCDS

MANESKIN

6 Milioni di follower – Artisti



MARIA ESPOSITO

1 Milione di follower – Attrice



DUA LIPA

86 Milioni di follower – Artista



SFERA EBBASTA

4 Milioni di follower



CELEBRITY E INFLUENCER – GCDS EYEWEAR

DUA LIPA

86M followers – Artist



LAZZA

1,3M followers – Artist



EMMA MARRONE

6M followers – Artist



MAHMOOD

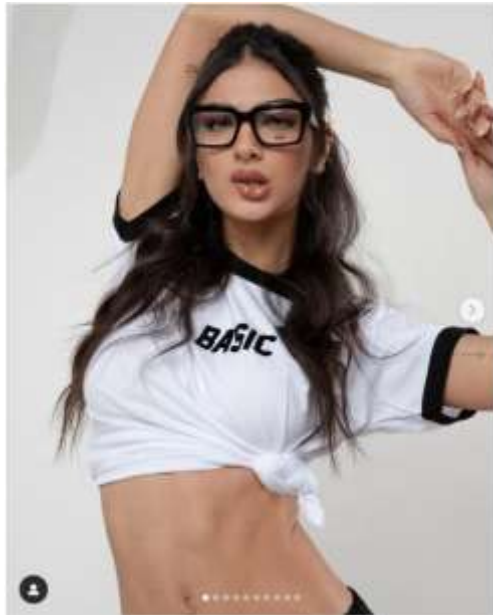
1,9M followers – Artista



CELEBRITY E INFLUENCER – GCDS EYEWEAR

LA MAINO

3,1M followers – Influencer



MARRACASH

2,2M followers – Artist



ANGELINA MANGO

714K followers – Artist



SANGIOVANNI

1,4M followers – Artist



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THE EYEWEAR COLLECTION: SUN (8 STYLES)

GCDS LIFESTYLE

GCDS SOUL

HIGH



GD0051



GD0054

MEDIUM



GD0052



GD0055



GD0057



GD0053

LOW



GD0059



GD0058

THE EYEWEAR COLLECTION: OPTICAL (5 STYLES)

GCDS LIFESTYLE

GCDS SOUL

HIGH

MEDIUM

LOW



GD5036



GD5037



GD5040



GD5038



GD5039

THE EYEWEAR COLLECTION: NEW GCDS LOGO CHAIN



METAL: sh. palladium with matte on low relief
BRIDGE: sh. palladium
ACETATE: sh. black
LENS: smoke TS-12I



THE EYEWEAR COLLECTION: NEW GCDS COMMA



ACETATE: sh. black
LENS: smoke TS-121
METAL TRIM: sh. palladium with black enamel on low relief
LOGO: laser

01A



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SS24 & FW24 ADV IMAGES



GD0045_01A



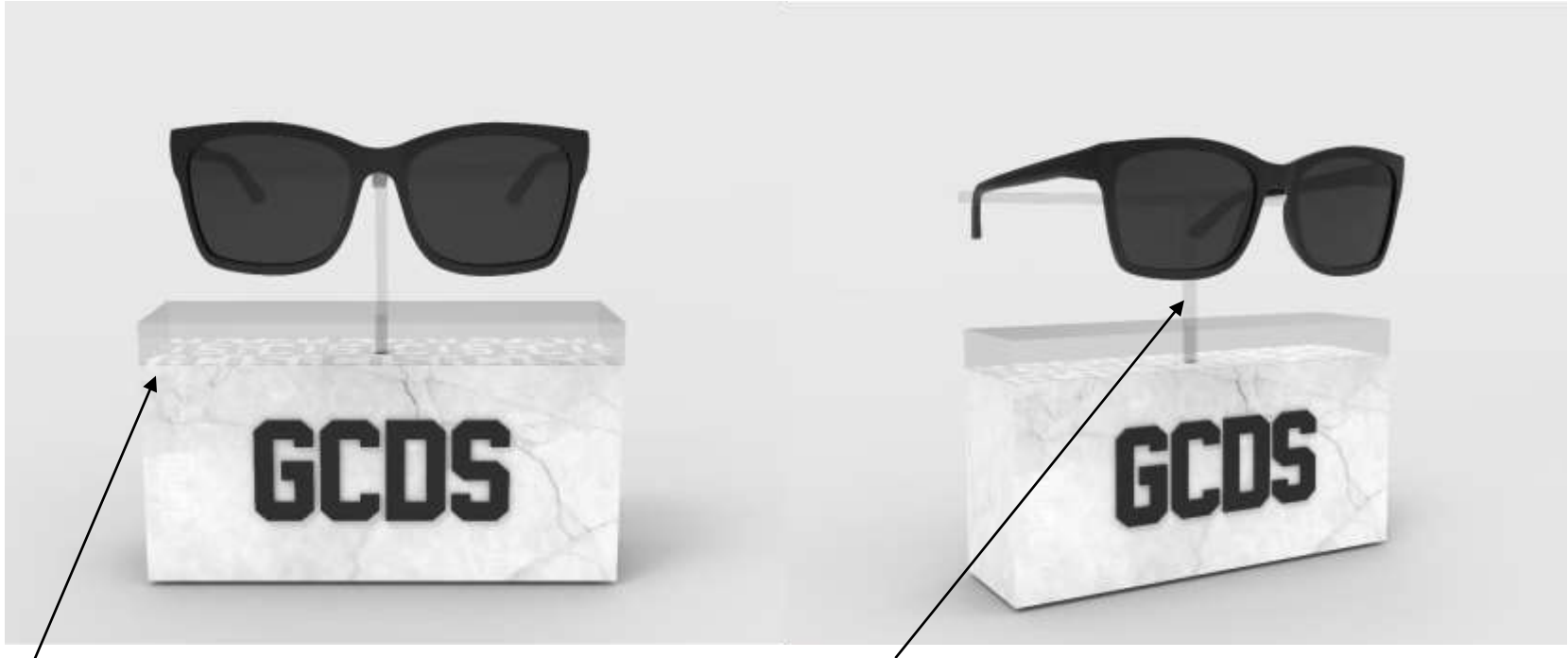
GD0045_26C



GD5028_026

ADV USAGE RIGHTS: FROM 1st APRIL 2024 TO 31st MARCH 2025

IN STORE VISIBILITY | INSTITUTIONAL LOGOPLAQUE / DISPLAY



Transparent plexy and GCDS monogram

Removable display to transform it into logoplaque

IN STORE VISIBILITY | 2024 SEASONAL BIG CARDBOARD



IN STORE VISIBILITY | EXAMPLES



PACKAGING

The GCDS packaging is not a classic case, but a **FASHIONABLE ACCESSORY**, usable as helpful pouch

SUN



OPTICAL



CLEANING CLOTH



ICONIC ELEMENTS



GCDS PULLER



GCDS TAG - THE SAME USED IN APPAREL

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GCDS SOUL



Sales Argument

- Rimless style
- Unique geometric/cat eye lenses shape
- Eye-catching structure with a modern and edgy design
- The frame includes a double bridge design, with an upper bar that intricately forms a Greek key pattern repeating GCDS logo, adding a distinctive and stylish touch
- The upper bar seamlessly connects the temples, enhancing the structural integrity and aesthetic appeal
- The temple tips are crafted from acetate, ensuring comfort and durability
- Overall, these eyeglasses are a captivating and iconic model, embodying a blend of innovative design and brand signature style



General Information

GD0051

Code

GENDER	UNISEX
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BASE	
SIZE	71
BRIDGE	13
TEMPLE	130
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Metal Front Bar Front - Finishing Front - Matte Nose Front - Finishing Front - Matte Temple - Finishing Temple - Lenses Lens - Acetate Tip
 - Finishing Tip - Logo Tip - Finishing Tip - Sweat Patch Cover
 Palladium - Shiny relief part on matte downside - Shiny Palladium - Shiny - shiny palladium - Shiny relief part on matte downside -
 MIRROR SILVER - Shiny Opal heavy - Shiny - shiny palladium - Shiny - Nickel
 Deep Gold - Shiny relief part on matte downside - Shiny Deep Gold - Shiny - Deep Gold - Shiny relief part on matte downside - Brown
 mirror gold - Milky Amber - Shiny - Deep gold - Shiny - Light Gold
 Black - Matte - Matte black - Matte - Black - Matte - smoke - Black - Shiny - shiny palladium - Shiny - Nickel



METAL LOGO BAR: matte black enamel
 ACETATE: sh black
 STRIPES: sh palladium
 LENS: smoke TS-12f

02A



METAL LOGO BAR + STRIPES: sh. deep gold +
 matte on low relief
 ACETATE: sh opaline honey AB167f
 LENS: deep gold yellow TS-15 Milky/DG

30G



METAL LOGO BAR + STRIPES: sh. palladium +
 matte on low relief
 ACETATE: sh. milky pearly white cream UNP-0114
 LENS: mirror silver TS-20D H1M1/SM

16C

GCDS SOUL



Sales Argument

- Rimless style
- Geometric and slightly rounded lenses shape
- The temples are adorned with a Greek key pattern, featuring the repeated GCDS logo, adding a distinctive and stylish element to the design
- Temple tips are crafted from acetate, ensuring both comfort and durability
- This model is captivating and iconic, perfectly blending innovative design elements with the signature style of the GCDS brand
- Designed to make a bold fashion statement, making them a standout choice for those seeking a unique and trendy look



General Information

GENDER	UNISEX
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GD0052

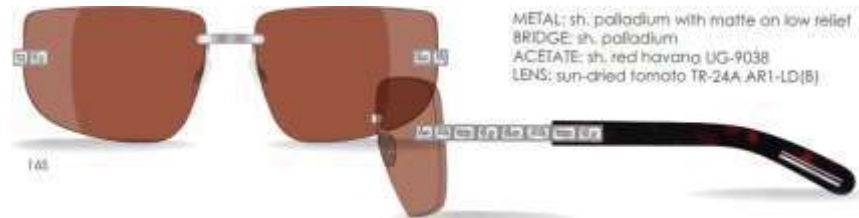
BASE	
SIZE	60
BRIDGE	16
TEMPLE	125
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

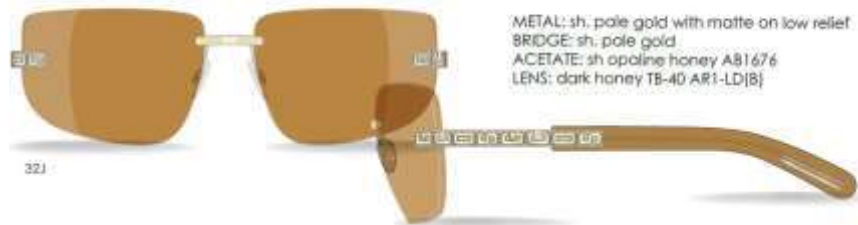
Metal Nose Pad - Finishing Front - End Piece/Temple Front - Finishing Front - Metal Temple - Finishing Temple - Lens/Lens - Ankle Tip - Finishing Tip - Logo Tip - Finishing Tip - Small Parts Drive
 Shiny Palladium - Shiny - Shiny palladium - Shiny relief part on matte downside - shiny palladium - Shiny relief part on matte downside - smoke - Black - Shiny - shiny palladium - Shiny - Nickel
 Shiny Palladium - Shiny - Shiny palladium - Shiny relief part on matte downside - shiny palladium - Shiny relief part on matte downside - Bordeaux - Red Havana - Shiny - shiny palladium - Shiny - Nickel
 Shiny pale gold - Shiny - Pale gold - Shiny relief part on matte downside - Pale gold - Shiny relief part on matte downside - Dark honey - Milky Amber - Shiny - Pale Gold - Shiny - Pale Gold
 Shiny Palladium - Shiny - Shiny palladium - Shiny relief part on matte downside - shiny palladium - Shiny relief part on matte downside - Clear - Shiny Opal honey - Shiny - shiny palladium - Shiny - Nickel



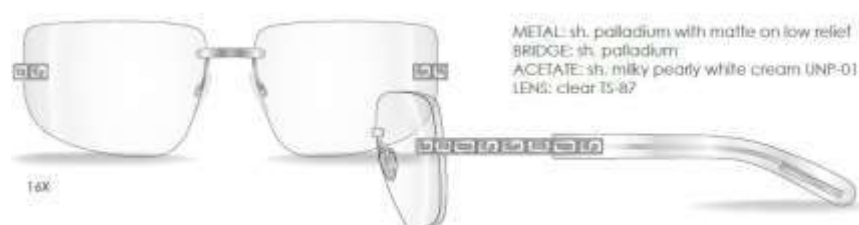
METAL: sh. palladium with matte on low relief
 BRIDGE: sh. palladium
 ACETATE: sh. black
 LENS: smoke TS-12



METAL: sh. palladium with matte on low relief
 BRIDGE: sh. palladium
 ACETATE: sh. red havana UG-9038
 LENS: sun-dried tomato TR-24A.AR1-LD(B)



METAL: sh. pale gold with matte on low relief
 BRIDGE: sh. pale gold
 ACETATE: sh. opaline honey AB1676
 LENS: dark honey TB-40 AR1-LD(B)



METAL: sh. palladium with matte on low relief
 BRIDGE: sh. palladium
 ACETATE: sh. milky peaty white cream UNP-0114
 LENS: clear TS-87

GCDS SOUL



*end of temple will be curved for better fitting, not as render

Sales Argument

- Acetate style
- Rectangular shape
- The front frame is generously sized with a straight top edge, creating a striking and modern appearance that stands out
- Thick temples extend from the frame, continuing the bold and robust look, ensuring a strong visual impact
- The GCDS logo is prominently displayed in relief on a metal detail, adding an extra touch of sophistication and emphasizing the brand's identity
- These eyeglasses are designed to make a statement, combining fashion-forward aesthetics with everyday needs



General Information	
GENDER	UNISEX

GD0053	
BASE	
SIZE	56
BRIDGE	16
TEMPLE	135
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Metal Trim Temple - Finishing Temple - Lenses Case - Soft Pouch
 001 Black - Shiny - Black - Shiny - shiny palladium - Shiny relief part on matte downside - smoke - Nickel
 002 Blonde Havana - Shiny - Blonde Havana - Shiny - shiny palladium - Shiny relief part on matte downside - Light green - Nickel
 003 Transparent Peach - Shiny - Transparent Peach - Shiny - shiny deep gold - Shiny relief part on matte downside - Caramel brown - Light Gold



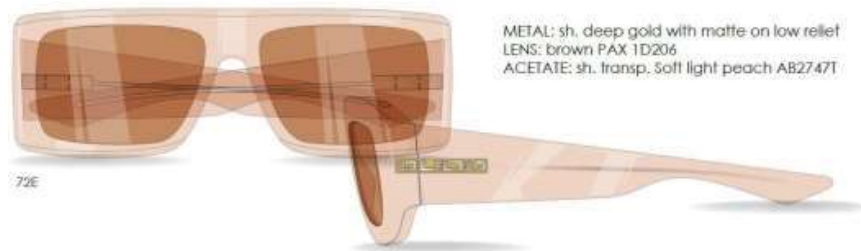
01A

METAL: sh. palladium with matte on low relief
LENS: smoke 15-121
ACETATE: sh. black



03N

METAL: sh. palladium with matte on low relief
LENS: light green CR3133
ACETATE: sh. blonde havana 803703
as proto



72E

METAL: sh. deep gold with matte on low relief
LENS: brown PAX 1D206
ACETATE: sh. transp. soft light peach AB2747T

*end of temple will be curved for better fitting, not as render

GCDS SOUL



*end of temple will be curved for better fitting, not as render

General Information		GD0054		Code
GENDER	UNISEX	BASE		<i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trim Temples - Low Relief Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other</i> 112 Black - Shiny - Black - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - smoke - Nickel 120 Milky white - Shiny - Milky white - Shiny - Shiny pale gold - PANTONE 11-4302TPG-SHINY MILK WHITE - Shiny - Laser - Dark honey - Pale Gold 140 Red havana - Shiny - Red havana - Shiny - shiny palladium - red roaldendrum - Shiny - Laser - Bordeaux - Nickel
		SIZE	57	
		BRIDGE	17	
		TEMPLE	150	
		FRONT MATERIAL	ACETATE	
		TEMPLE MATERIAL	ACETATE	

Sales Argument

- Acetate style
- Geometric structure
- Bold and modern design
- The front frame is generously sized with a nylon construction on the lower part, leaving the lenses partially exposed and creating a lighter, more refined look
- Thick temples extend from the frame, continuing the bold and robust aesthetic
- The iconic GCDS logo is displayed on the temple in the distinctive "comma" detail, adding a unique touch of brand identity and sophistication
- The combination of the geometric shape and nylon construction offers a contemporary style that is both eye-catching and modernly elegant





ACETATE: sh. black
LENS: smoke TS-12I
METAL TRIM: sh. palladium with black enamel on low relief
LOGO: laser

01A



ACETATE: sh. red havana UG-9038
LENS: dark red TR-24A AR1-LD(B)
METAL TRIM: sh. palladium with sh. black enamel on low relief
LOGO: laser

545



ACETATE: sh. ivory A078/2110
LENS: dark honey TB-40 AR1-LD(B)
METAL TRIM: sh. deep gold with sh. ivory enamel on tone with acetate on low relief
LOGO: laser

25J

*end of temple will be curved for better fitting, not as render

GCDS LIFESTYLE



*end of temple will be curved for better fitting, not as render

General Information		GD0055	
GENDER	FEMALE	BASE	
		SIZE	56
		BRIDGE	16
		TEMPLE	140
		FRONT MATERIAL	ACETATE
		TEMPLE MATERIAL	ACETATE

Sales Argument

- Acetate style
- Edgy cat eye shape
- The front frame has an angular, sharp shape with a clean, slightly faceted top edge, giving it a modern and edgy appearance
- The front frame is not oversized, offering a refined and sophisticated look
- The temples are slender, maintaining a sleek and streamlined aesthetic that complements the overall design
- The iconic GCDS logo is prominently displayed on the temple in the distinctive "comma" detail, adding a touch of brand identity and sophistication.
- These eyeglasses blend a classic cat-eye shape with contemporary design elements, making them a versatile and fashionable accessory

Code	
001	Acetate Front - Finishing Front - Acetate Temples - Finishing Temple - Metal Trim Temples - Low Relief Temples - Finishing Temples - Logo Temples - Loose Lens - Small Pacts Offer
002	Black - Shiny - Black - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - smoke - Nickel
003	Shiny Opal Ivory - Shiny - Shiny Opal Ivory - Shiny - shiny palladium - PANTONE 11-4600 TPG SHINY WHITE ENAMEL - Shiny - Laser - MIRROR SILVER - Nickel
004	Classic Havana - Shiny - Classic Havana - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - tobacco brown - Nickel
005	transparent red - Shiny - transparent red - Shiny - shiny palladium - PANTONE 7622C SHINY RED ENAMEL - Shiny - Laser - Burgundy - Nickel



ACETATE: sh. black
 LENS: smoke TS-12
 METAL TRIM: sh. palladium with black enamel on low relief
 LOGO: laser

01A



ACETATE: sh. dark havana 810926
 LENS: tobacco TB-20A
 METAL TRIM: sh. palladium with sh. black enamel on low relief
 LOGO: laser

S2E



ACETATE: sh. transpar. red AB3499T
 LENS: wine 334148R
 METAL TRIM: sh. palladium with sh. red enamel on tone with acetate on low relief
 LOGO: laser

665



ACETATE: sh. milky pearly white cream UNP-0114
 LENS: mirror silver TS-20D HIM1/SM
 METAL TRIM: sh. palladium with sh. milky pearly enamel on tone with acetate on low relief
 LOGO: laser

21C

*end of temple will be curved for better fitting, not as render

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Geometric shape that follows the natural eyes' shape, creating a harmonious and balanced design.
- The front frame features soft, smooth contours, providing a gentle and elegant appearance
- The frame size is not maxi, offering a refined and sophisticated look
- The temples are slender, maintaining a sleek and streamlined aesthetic that complements the overall design
- The iconic GCDS logo is prominently displayed on the temple in the distinctive "comma" detail, adding a unique touch of brand identity and sophistication

*end of temple will be curved for better fitting, not as render

General Information		GD0056		Code
GENDER	UNISEX	BASE		Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trim Temples - Low Relief Temples - Finishing Temples - Logo Temples - Lensless Lens - Seal/Partic Other
		SIZE	57	Back - Shiny - Black - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - smoke - Nickel
		BRIDGE	18	Red Havana - Shiny - Red Havana - Shiny - shiny palladium - red rododendron - Shiny - Laser - Bordeaux - Nickel
		TEMPLE	135	Transparent Peach - Shiny - Transparent Peach - Shiny - shiny palladium - PANTONE 152C SHINY PEACH ENAMEL - Shiny - Laser - Caramel brown - Nickel
		FRONT MATERIAL	ACETATE	
		TEMPLE MATERIAL	ACETATE	



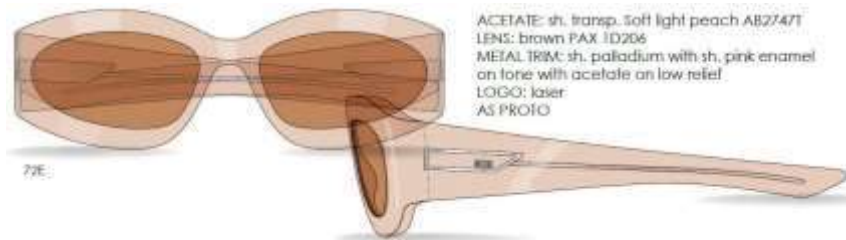
ACETATE: sh. black
LENS: smoke TS-12
METAL TRIM: sh. palladium with black enamel on low relief
LOGO: laser

01A



ACETATE: sh. red havana UG-9038
LENS: dark red TR-24A AR1-LD(8)
METAL TRIM: sh. palladium with sh. black enamel on low relief
LOGO: laser

545



ACETATE: sh. transp. soft light peach AB2747I
LENS: brown PAX 1D2D6
METAL TRIM: sh. palladium with sh. pink enamel on tone with acetate on low relief
LOGO: laser
AS PROFO

72E

*end of temple will be curved for better fitting, not as render

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Navigator shape with a double bridge
- Edgy corners of the front giving emphasis to the shape
- The thin profiles of the front and temples ensure a lightweight and comfortable fit
- GCDS up logo on the temple
- The look is evergreen, yet reinterpreted with a modern GCDS twist, combining timeless style with contemporary elements. Perfect for those seeking a classic yet contemporary accessory, these sunglasses provide a fashion-forward look, enhancing any outfit with a touch of timeless elegance and modern sophistication

General Information

GD0058

Code

GENDER	UNISEX
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BASE	
SIZE	56
BRIDGE	16
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Logo Temple - Finishing Temple - Canvas Lens - Light Tip - Finishing Tip - Seal Part - Other
114 Black - Shiny - Black - Shiny - shiny palladium - Shiny - smoke - shiny palladium - Shiny - Nickel
117 Transparent light gray - Shiny - Transparent light gray - Shiny - shiny palladium - Shiny - light purple - shiny palladium - Shiny - Nickel
118 Transparent Caramel Brown - Shiny - Transparent Caramel Brown - Shiny - shiny palladium - Shiny - tobacco brown - shiny palladium - Shiny - Nickel
122 Classic Dark Havana - Shiny - Classic Dark Havana - Shiny - pale gold - Shiny - Dark honey - pale gold - Shiny - Pale Gold



ACETATE: sh. black
LOGO: sh. palladium
LENS: smoke TB-121

01A



ACETATE: sh. dark havana 803627
LOGO: sh. pale gold
LENS: dark honey TB-40 AR1-LD(B)

02J



ACETATE: sh. stransp. honey A83392
LOGO: sh. palladium
LENS: brown TB-20A

43E



ACETATE: sh. transp. light grey UN-0509
LOGO: sh. palladium
LENS: light purple SVIOLA0371

20Y

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Squared shape
- Perfectly edgy corners and straight profiles of the front giving emphasis to the shape
- The thin profiles of the front and temples ensure a lightweight and comfortable fit
- GCDS up logo on the temple
- The style is evergreen, yet reinterpreted with a modern GCDS twist, combining timeless style with modern mood. Perfect for those seeking a contemporary accessory, these sunglasses provide a fashion-forward look, enhancing any outfit with a touch of timeless elegance and modern sophistication

General Information		GD0059		Code
GENDER	UNISEX	BASE		Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Logo Temple - Finishing Temple - Lenses Lens - Logo Tip - Finishing Tip - Small Parts Other
		SIZE	54	Black - Shiny - Black - Shiny - shiny palladium - Shiny - smoke - shiny palladium - Shiny - Nickel
		BRIDGE	19	100 Milky white - Shiny - Milky white - Shiny - pale gold - Shiny - Dark honey - pale gold - Shiny - Pale Gold
		TEMPLE	140	100 Dark Havana - Shiny - Dark Havana - Shiny - pale gold - Shiny - brown - pale gold - Shiny - Pale Gold
		FRONT MATERIAL	ACETATE	100 transparent red - Shiny - transparent red - Shiny - shiny palladium - Shiny - Burgundy - shiny palladium - Shiny - Nickel
		TEMPLE MATERIAL	ACETATE	

GD0059



ACETATE: sh. black
LOGO: sh. palladium
LENS: smoke TS-121

01A



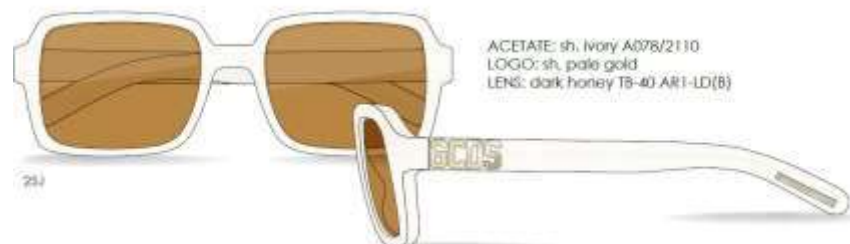
ACETATE: sh. transp. red AB3499T
LOGO: sh. palladium
LENS: wine 33414BR

005



ACETATE: sh. classic havana B16519
LOGO: sh. pale gold
LENS: brown SRX025

02E



ACETATE: sh. ivory A078/2110
LOGO: sh. pale gold
LENS: dark honey TS-40 AR1-LD(B)

25J

GCDS SOUL



Sales Argument

- Acetate style
- Geometric structure
- Edgy profiles of the front to give strength to the style
- The temples are slender, maintaining a sleek and streamlined aesthetic that complements the overall design
- The iconic GCDS logo is prominently displayed on the temple in the distinctive "comma" detail, adding a unique touch of brand identity and sophistication
- Bold aesthetics emphasizing modernity



*end of temple will be curved for better fitting, not as render

General Information		GD5036		Code
GENDER	UNISEX	BASE		Aviator Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trim Temples - Low Relief Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other
		SIZE	54	001 Black - Shiny - Black - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - Demo lens - Nickel
		BRIDGE	15	002 Classic Dark Havana - Shiny - Classic Dark Havana - Shiny - shiny palladium - shiny black enamel - Shiny - Laser - Demo lens - Nickel
		TEMPLE	145	003 04 Transp. Blue - Shiny - 04 Transp. Blue - Shiny - shiny palladium - 7750C PANTONE Shiny Blue - Shiny - Laser - Demo lens - Nickel
		FRONT MATERIAL	ACETATE	
		TEMPLE MATERIAL	ACETATE	



ACETATE: sh. black
METAL TRIM: sh. palladium with black
enamel on low relief
LOGO: laser

001



ACETATE: sh. dark havana 803627
METAL TRIM: sh. palladium with sh black enamel on
low relief
LOGO: laser

002



ACETATE: sh. transp. blue K1352
METAL TRIM: sh. palladium with sh. blue enamel
on tone with acetate on low relief
LOGO: laser

090

*end of temple will be curved for better fitting, not as render

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Squared shape
- Front is enriched by edgy upper profiles combined with smooth bottom profiles
- Temples are thin and enriched by a metal bar featuring the embossed GCDS logo
- Universal appeal – revised in GCDS mood – making them an ideal choice for daily wear

General Information		GD5037		Code
GENDER	UNISEX	BASE		Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Logo Temple - Finishing Temple - Low Relief Temple - Lenses - Lens - Logo Tip - Finishing Tip - Small Parts Other
		SIZE	53	Black - Shiny - Black - Shiny - shiny palladium - Shiny - matte - Demo lens - shiny palladium - Shiny - Nickel
		BRIDGE	18	Classic Dark Havana - Shiny - Classic Dark Havana - Shiny - pale gold - Shiny - matte - Demo lens - pale gold - Shiny - Pale Gold
		TEMPLE	140	Solid red - Shiny - Solid red - Shiny - shiny palladium - Shiny - matte - Demo lens - shiny palladium - Shiny - Nickel
		FRONT MATERIAL	ACETATE	
		TEMPLE MATERIAL	ACETATE	



ACETATE: sh. black
METAL TRIM: sh. palladium with matte on low relief

001



ACETATE: sh. dark havana 803627
METAL TRIM: sh. pale gold with matte on low relief

052



ACETATE: sh burgundy A183234
METAL TRIM: sh. palladium with matte on low relief

009

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Geometric shape
- The front is emphasized by the straight upper part, communicating firmness while remaining perfect for the everyday
- GCDS up logo on the temple

General Information

GENDER	UNISEX
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GD5038

BASE	
SIZE	55
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Logo Temple - Finishing Temple - Lenses Lens - Logo Tip - Finishing Tip - Small Parts Other
01 Black - Shiny - Black - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel
02 Transparent Caramel Brown - Shiny - Transparent Caramel Brown - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel
03 Classic Dark Havana - Shiny - Classic Dark Havana - Shiny - pale gold - Shiny - Demo lens - pale gold - Shiny - Pale Gold



ACETATE: sh. black;
LOGO: sh. palladium

001



ACETATE: sh. dark Havana 803627
LOGO: sh. pale gold

002



ACETATE: sh. transp. honey AB3392
LOGO: sh. palladium

045

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Geometric shape
- The front is emphasized by a slightly straight upper part combined with the softness of a wider height of the front
- The style is perfect for the everyday look with a touch of contemporary style
- GCDS up logo on the temple

General Information		GD5039		Code
GENDER	UNISEX	BASE		Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Logo Temples - Finishing Temples - Lenses Lens - Logo Tip
		SIZE	52	Finishing Tip - Small Parts Other
		BRIDGE	18	00 Black - Shiny - Black - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel
		TEMPLE	140	01 Dark Havana - Shiny - Dark Havana - Shiny - pale gold - Shiny - Demo lens - pale gold - Shiny - Pale Gold
		FRONT MATERIAL	ACETATE	02 Sh. Wrap. Blue - Shiny - Sh. Transp. Blue - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel
		TEMPLE MATERIAL	ACETATE	



ACETATE: sh. black
LOGO: sh. palladium

001



ACETATE: sh. classic havana 816519
LOGO: sh. pale gold

002



ACETATE: sh. transp. blue K1352
LOGO: sh. palladium

090

GCDS LIFESTYLE



Sales Argument

- Acetate style
- Squared shape
- Perfectly edgy corners and straight profiles of the front giving emphasis to the shape
- The thin profiles of the front and temples ensure a lightweight and comfortable fit
- GCDS up logo on the temple
- The style is evergreen, yet reinterpreted with a modern GCDS twist, combining timeless style with modern mood. Perfect for those seeking a contemporary accessory, these frames provide a fashion-forward look

General Information

GENDER	UNISEX
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GD5040

BASE	
SIZE	54
BRIDGE	19
TEMPLE	140
FRONT MATERIAL	ACETATE
TEMPLE MATERIAL	ACETATE

Code

Acetate Front - Finishing Front - Acetate Temple - Finishing Temple - Logo Temple - Finishing Temple - Lenses Lens - Logo Temple - Finishing Temple - Small Parts Other
001 Black - Shiny - Black - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel
002 Red Havana - Shiny - Red Havana - Shiny - Pale Gold - Shiny - Demo lens - Pale Gold - Shiny - Pale Gold
003 Transparent Peach - Shiny - Transparent Peach - Shiny - shiny palladium - Shiny - Demo lens - shiny palladium - Shiny - Nickel



ACETATE: sh. black
METAL TRIM: sh. palladium

001



ACETATE: sh. classic havana 816519
METAL TRIM: sh. pale gold

002



ACETATE: sh. transp. soft light peach A82747T
METAL TRIM: sh. palladium

072



MARCOLIN

THANK YOU

GCDS