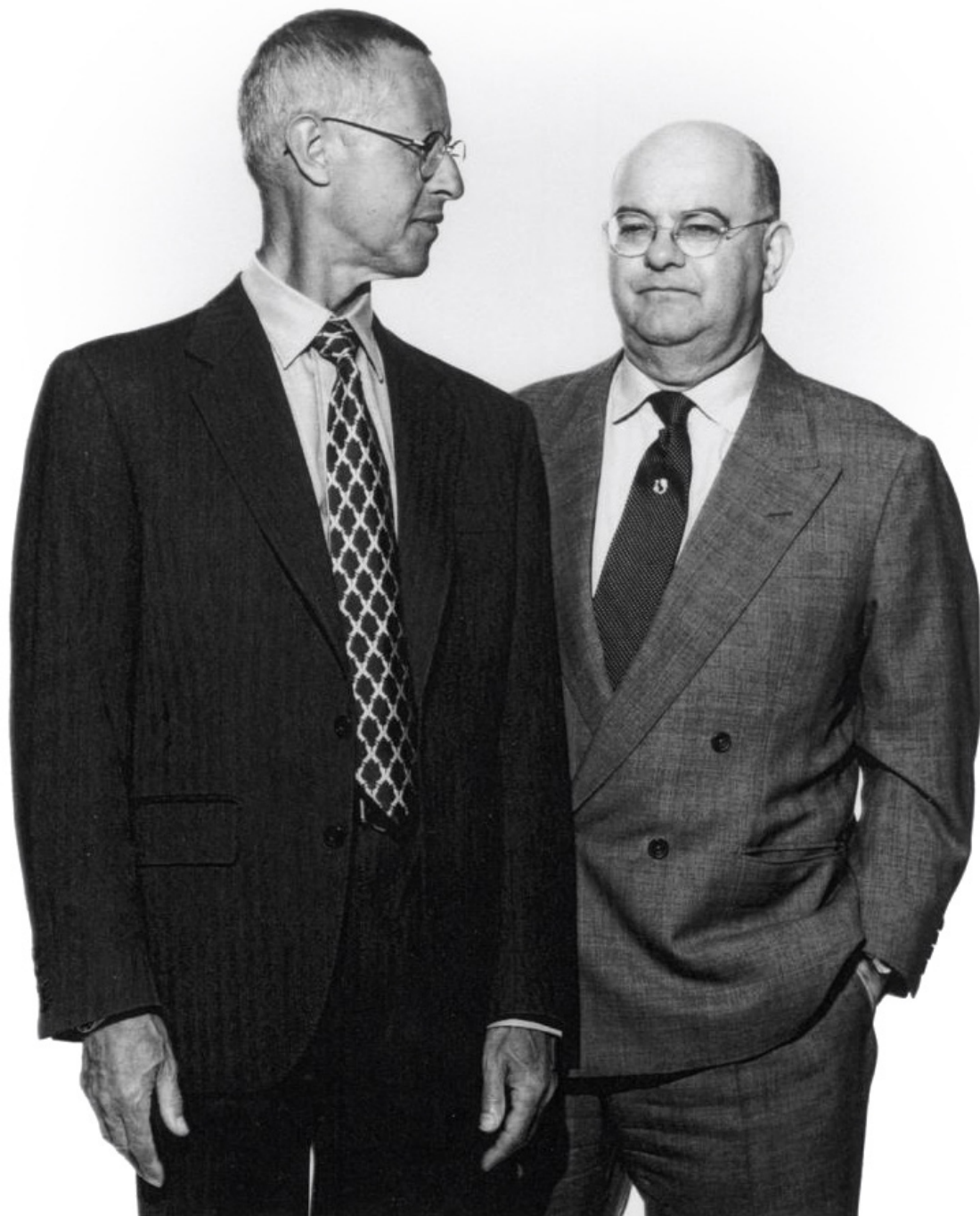


# CUTLER AND GROSS

POS CATALOGUE



"If you buy a handcrafted pair of glasses or sunglasses, you want to see the tiny inaccuracies, the straight, raw edges of the plastic, the pins they give character, make them unique to the wearer. The Cutler and Gross customer has always been an individual. Eccentric maybe, but a rare breed, certainly."

Graham Cutler

"It's nice if glasses can be sexy and mysterious. People who need glasses don't have to feel separated from glamour"

Tony Gross

CORPORATE POS

INSTITUTIONAL ELEMENTS

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INSTITUTIONAL TOOLS

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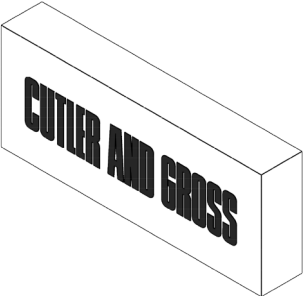


**COTLER AND GROSS**  
LONDON

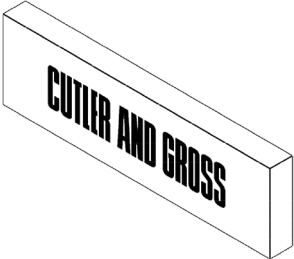
CORPORATE POS - INSTITUTIONAL ELEMENTS



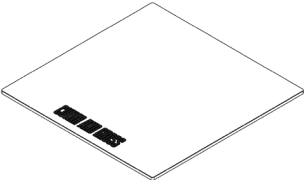
INSTITUTIONAL ELEMENTS



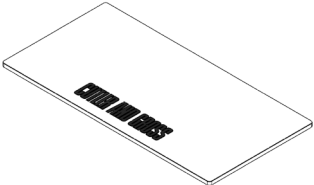
Logoplaque  
00-CG-LOGOBLK-SS2022-M



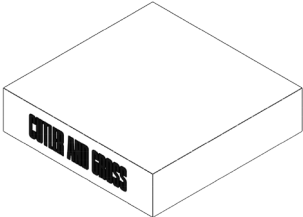
Logoplaque small  
00-CG-LOGOBLK-SS2022-S



Riser big  
00-CG-PLATE-SS2022-M



Riser small  
00-CG-PLATE-SS2022-S



One piece display  
00-CG-DISPLAYBLK-SS2022

CORPORATE POS

## LOGOPLAQUE

### DIMENSION

65 x 160 x 25 mm

### MATERIAL

WOOD COVERED IN MATT WHITE PVC

SHINY BLACK THICK LOGO



Logoplaque  
00-CG-LOGOBLK-SS2022-M

CORPORATE POS

## LOGOPLAQUE SMALL

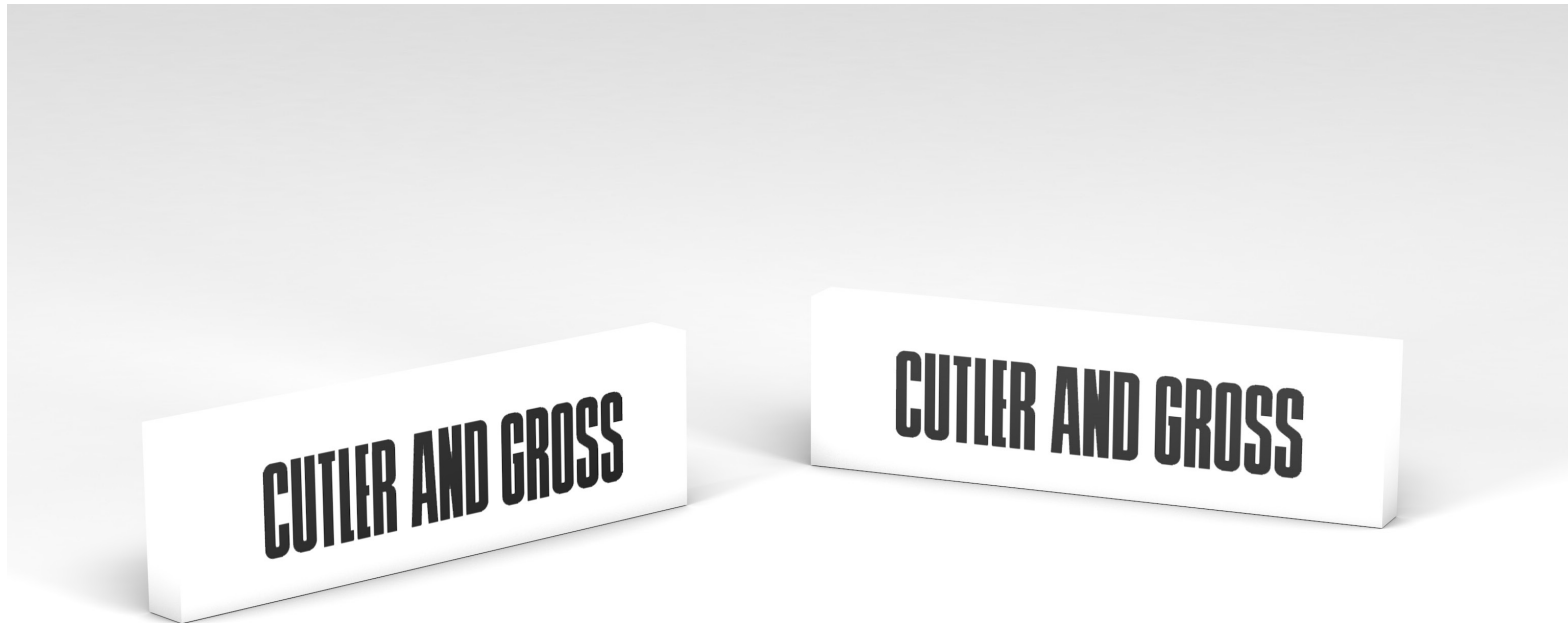
### DIMENSION

35 x 120 x 10 mm

### MATERIAL

GLOSSY WHITE LOGOPLAQUE

GLOSSY BLACK PRINTED LOGO



Logoplaque small  
00-CG-LOGOBLK-SS2022-S

CORPORATE POS

## RISER BIG

### DIMENSION

200 x 200 x 6 mm

### MATERIAL

GLOSSY WHITE SP3MM PMMA BASE WITH MATT THICK

GLOSSY BLACK PRINTED LOGO

ON THE BOTTOM 3MM BLACK PVC



Riser big  
00-CG-PLATE-SS2022-M

CORPORATE POS



## RISER SMALL

### DIMENSION

200 x 100 x 6 mm

### MATERIAL

GLOSSY WHITE SP3MM PMMA BASE WITH MATT THICK

GLOSSY BLACK PRINTED LOGO

ON THE BOTTOM 3MM BLACK PVC



Riser small  
00-CG-PLATE-SS2022-S

CORPORATE POS

## ONE PIECE DISPLAY

### DIMENSION

200 x 200 x 50 mm

### MATERIAL

WOOD COVERED IN MATT WHITE PVC

SHINY BLACK THICK LOGO



One piece display  
00-CG-DISPLAYBLK-SS2022

CORPORATE POS



CORPORATE POS - INSTITUTIONAL TOOLS

COUNTERCARDS



Corporate counter card  
A4 format  
00-CORP-SCARD-2021



Corporate counter card  
A4 format  
00-CORP-SCARD-2021



Corporate counter card  
A5 format  
00-CORP-SCARD-2021

CORPORATE POS

## BANNERS



**CUTLER AND GROSS**

Corporate banner  
B1 format  
00-CORP-BANNER 2021

CORPORATE POS



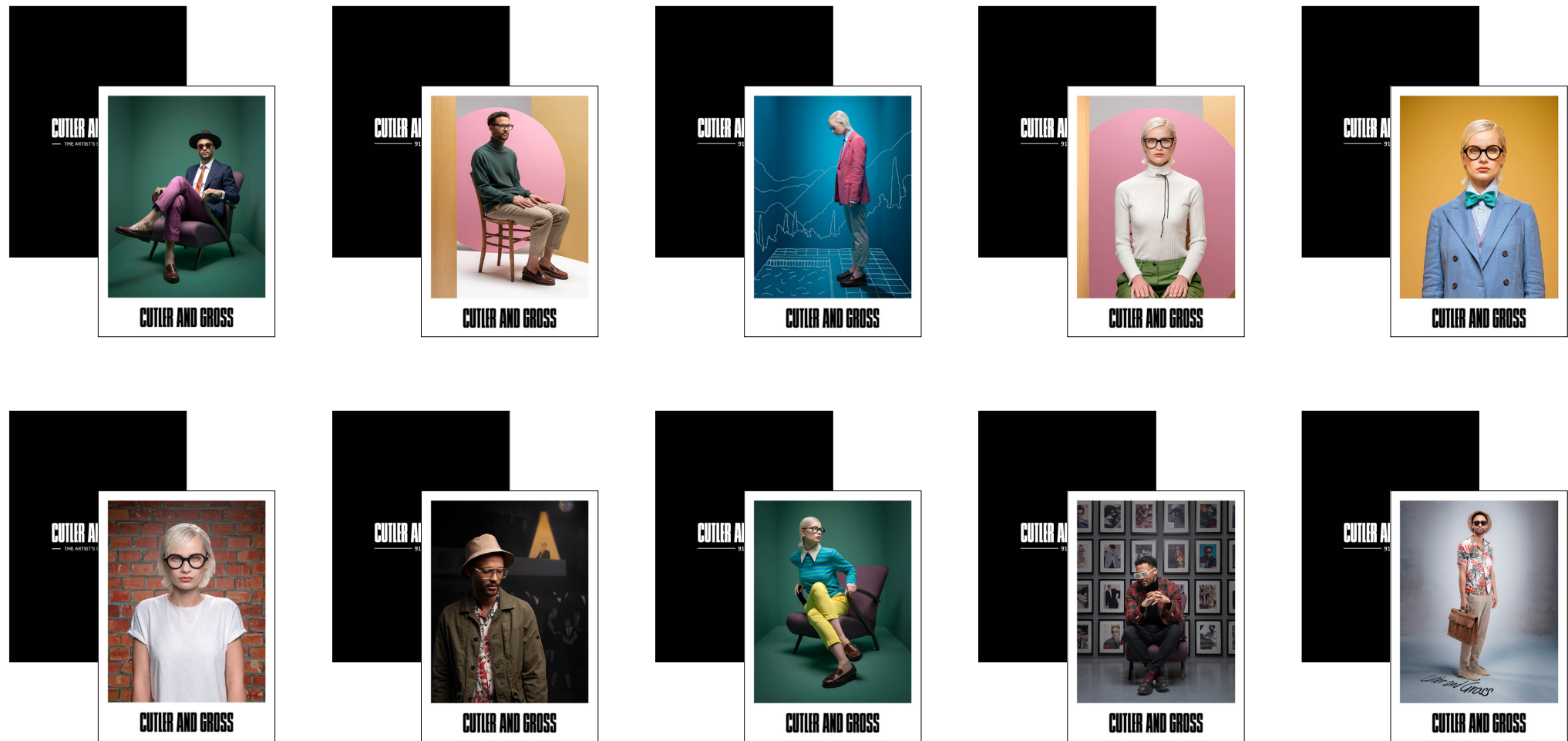


CORPORATE POS - SEASONAL TOOLS



POSTCARDS

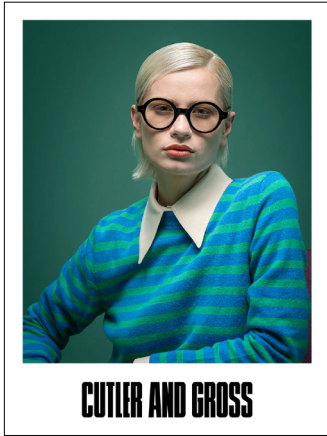
00-CG-POSTCARD-2  
CG POSTCARD Q2 ( 10 PIECES INTO A UNIQUE PACK)



SEASONAL TOOLS

COUNTERCARDS

00-CG-SCARDPACK-8  
SHOWCARDS PACK (6 PIECES INTO A UNIQUE PACK)



SEASONAL TOOLS

BANNERS  
CG BANNER Q2



Front WMN SUN and Back WMN OPT  
00-CG-BANNERS-22



Front WMN OPT and Back WMN SUN  
00-CG-BANNERS-21



Front Man SUN and Back Man OPT  
00-CG-BANNERS-23

SEASONAL TOOLS

Cutler and Gross was founded on the principle that when it comes to eyewear, it's not just about how we see the world, it's about how others see us. For over 50 years now, we have been at the forefront of optical design - as trailblazers, disrupters and pioneers whose legacy has been much imitated, but never surpassed. A brand built on friendship, it was established by opticians Mr Cutler and Mr Gross in 1969. Thanks to word of mouth, what began in London's Knightsbridge as a small but innovative bespoke service soon became a fully-fledged mecca for artists, rock stars, writers and royalty. Together, the pair created the perfect balance between taste and technicality, quickly cementing their reputation as industry leaders in eyewear. By making glasses fashionable, they altered the faces of generations. With every carefully sculpted curve, line or shape, their elegance, character and magic have the power to transform people. Cutler and Gross didn't just make glasses – they were optical architects in pursuit of a product so intrinsically iconic that no external logo or branding was necessary. Made in Italy by experienced craftspeople who champion the art of making every frame individually, our methodology breaks the mould – in more ways than one. Hand-crafted excellence, the finest raw materials and a seemingly endless enthusiasm to manufacture styles that celebrate the clarity of vision has made sure Cutler and Gross remains as relevant today as ever.



**CUTLER AND GROSS**

[cutlerandgross.com](http://cutlerandgross.com)