



BRAND OVERVIEW



**TEN
YEARS
OF VISION**

7 GARRETT LEIGHT

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Garrett Leight

FOUNDER
CREATIVE DIRECTOR

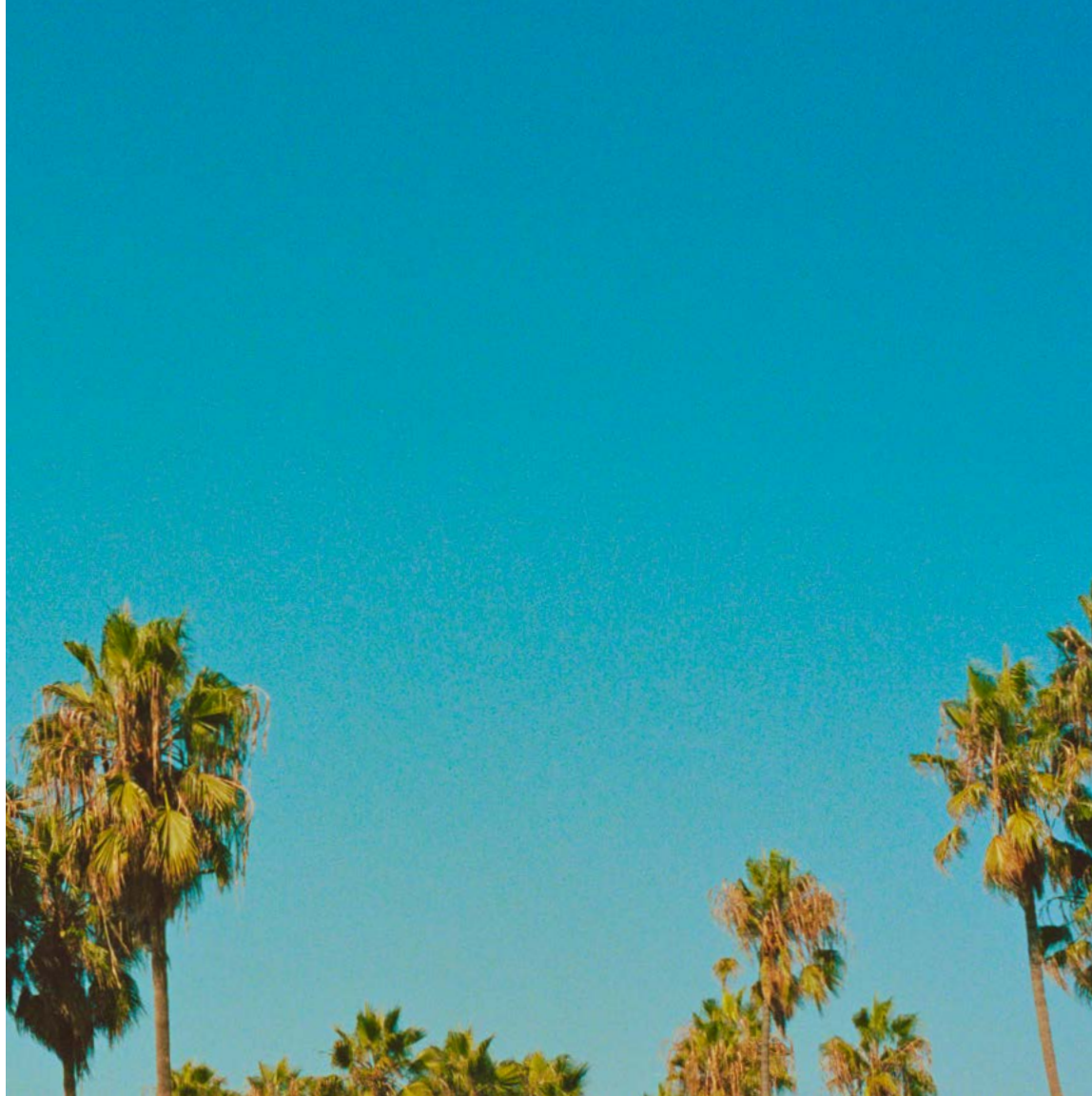


Garrett Leight was born in Los Angeles in 1984, immersed in the eyewear and fashion industries as the son of the Founder and Creative Director of Oliver Peoples. Garrett grew up playing competitive tennis and attended Cal Poly San Luis Obispo, graduating with a degree in Journalism. After college he worked at Oliver Peoples, observing firsthand the development of his father's iconic designs and brand building techniques.

In 2009, he opened his first eyewear concept store, A. Kinney Court, in Venice Beach, offering a curated assortment of hand-selected goods from his hometown. The store was the first of its kind, combining the knowledge and service of licensed opticians with the styling of a fashion boutique. Inspired by the unique atmosphere and creative characters of Venice and driven to find the perfect frames for his customers, Garrett founded Garrett Leight California Optical and released his first eyewear collection in 2010. Dedicated to creating the highest quality designs handmade with the finest materials and craftsmanship, GLCO brings a fresh perspective to classically tailored frames by blending old and new, the iconic and the innovative.



Story



Garrett Leight has always been about enriching the human experience. Since the inception of Garrett Leight California Optical in 2010, Garrett's motivation to be a successful entrepreneur has been around the idea that through business you can create a positive influence on people's lives. Garrett has often preached "personal happiness" as the core value of the Garrett Leight experience—both for his employees and customers. He was inspired by his years working at his father's company, Oliver Peoples, where he noticed the profound loyalty its employees had to his family's business before its merger with Luxottica in 2007, as well as the cult following from the influential Hollywood community and customers around the world.

In order to achieve customer loyalty like no other brand, Garrett decided from the beginning to personally build the wholesale and retail businesses with a bootstrap strategy. The first 200 wholesale accounts were opened in 2011 by Garrett himself while he simultaneously managed his Venice retail shop on Abbot Kinney. Multiple trips throughout the US & Europe with personal in-store visits, as well as account management from accounts receivable all the way down to shipping built a customer loyalty unlike any other brand. Additionally, the consumer interaction at the retail level and the emergence of social media created a bond between Garrett and his customers that continues to this day to be transparent and real.

By focusing the brand DNA on his genuine love affair with his home of California and its people, coupled with classically tailored and iconic designs, premium high quality manufacturing, seamless customer service, and consumer experience, Garrett has established a global community of loyal followers who wear the brand almost exclusively. Garrett's goal is to continue to grow the brand and enrich the company culture and consumer experience through authentic and transparent creation. With strong brand equity, family legacy, celebrity clientele, and multi-channel distribution, Garrett Leight California Optical has the foundations to be the dominant eyewear brand of the future.

BRAND MILESTONES

2010

GLCO launches
exclusively at AKC

2011

Debut collection launches
at Barneys NY & Colette

2012

Spectacle Magazine
launches
Flagship GLCO store
opens in Los Angeles

2013

Distributed in 25
countries in over
500 accounts

2014

Garrett selected by
Esquire as
one of LA's Most
Influential Men

GLCO reaches
50 employees,
20 sales reps
and 5 distributors

2015

San Francisco
store opens
New York
store opens

2016

Venice store moves locations
EU distribution center opens
in Amsterdam
Mr. Leight is founded

2017

Mr. Leight debut
collection viewing
Spectacle X anniversary issue

2018

Mr. Leight
collection launches

2019

JJJJound optical collaboration
Austin store opens
Kith + Coke collaboration

2020

GLCO celebrates 10
year anniversary

Collabs



KITH
CLARE V.
RIMOWA
JJJJJOUND
HEINEKEN
MODERNICA
MALBON GOLF
MARK MCNAIRY
NICK WOOSTER
ROBERT GELLER
THIERRY LASRY
ULLA JOHNSON
AMELIE PICHARD
KITH X COCA-COLA
ELVIS PRESLEY ESTATE
WANT LES ESSENTIALS



Materials



GLCO uses the highest quality materials from the best suppliers in the industry, with hundreds of years of experience. The eyewear is designed at our studio in the Arts District of Downtown Los Angeles.

For our frames we source cured acetate and high quality metals from leading suppliers in Japan, Italy, and China. Our acetates range from deadstock to colorways exclusively designed and produced for GLCO.

Our lenses are made of mineral glass and scratch resistant CR-39 plastic sourced from around the world, with anti-reflective coating and other treatments such as layered mirrors for the best eye protection, clarity, and visual acuity.

Craftsmanship



GLCO takes our development partnerships very seriously and demands a high standard of perfect quality to guarantee our customers the ultimate value of quality and style. We spend years mastering the intricate details of a GLCO frame with our factory partners before releasing a frame to market.

It is important that we manufacture our eyewear ethically and at a fair price without sacrificing quality; this is the reason why we are proud to be made in China.

GLCO is helping to educate customers that specific factories can meet a very high and unmatched production quality despite the country of manufacture.

Packaging

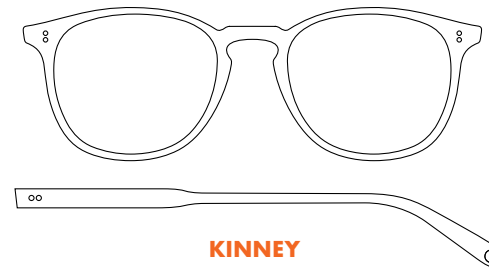


California Classics



HAMPTON

From our original collection, a bestselling update to the classic P3 acetate frame style in an eclectic mix of acetates and lens colors.



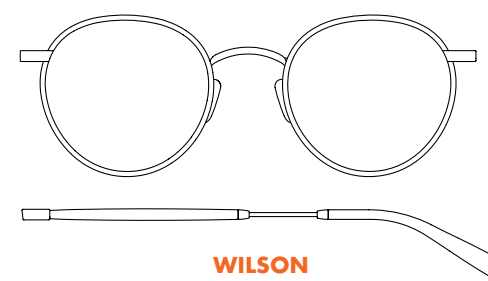
KINNEY

An enduring style with classic proportions and a keyhole bridge in a diverse array of acetates.



BROOKS

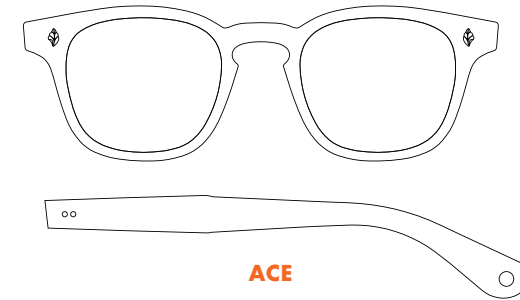
A popular square shaped acetate style from our first collection with a defined keyhole shape with a range of acetate and lens pairings.



WILSON

An iconic round metal frame with Windsor rims and tortoise temples inspired by music legend John Lennon.

New Favorites



ACE

Featuring a palm leaf plaque adorning the frame front and glass lenses for unmatched clarity, the Ace is a striking choice for the discerning wearer.



MAGICIAN

A squared cateye, the sunglass comes in 6 colorways, 3 of which feature color-changing acetate frames under UV light. Take them outdoors to see them transform under the magic of the sun.



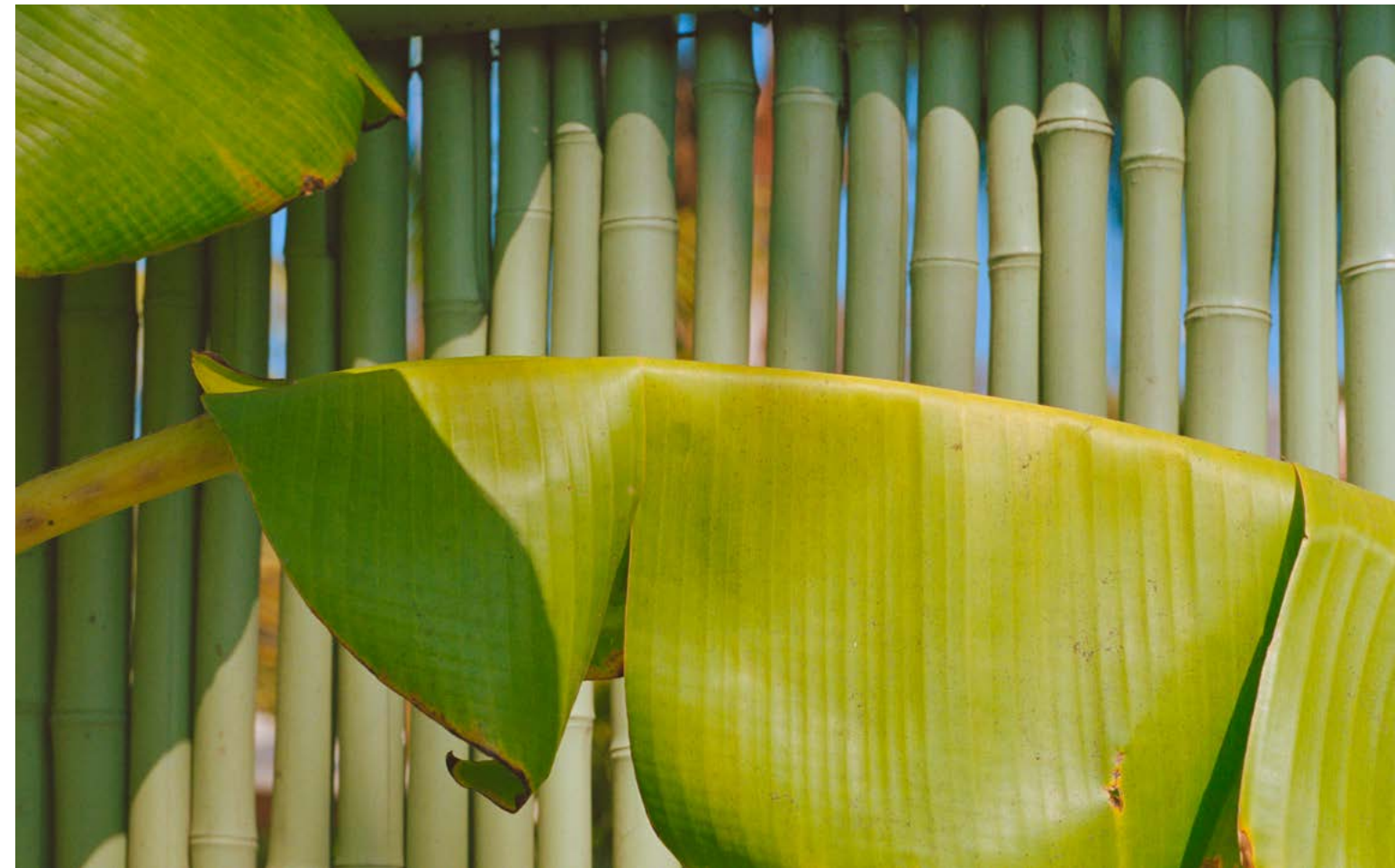
CALABAR

A retro wayfarer silhouette with a new temple design inspired by 50s car fins, with prominent plaques and semi-flat lenses.



JUSTICE

An upstanding, straightforward silhouette for the fuss-free individual, the Justice frame pairs high style with expert craftsmanship.



Identity



Garrett Leight California Optical is born out of and continually inspired by the natural beauty of California and the dynamic people and cultures of Los Angeles. We are proud to work with a diverse crew of local and international artists, writers, filmmakers, photographers and influencers to create original content and share our unique voice in print, in film and online.

Our brand's design language is influenced by the classic looks and fashions of California infused with material and stylistic innovations, a fresh and youthful aesthetic, and a clean and modern visual identity.

Spectacle

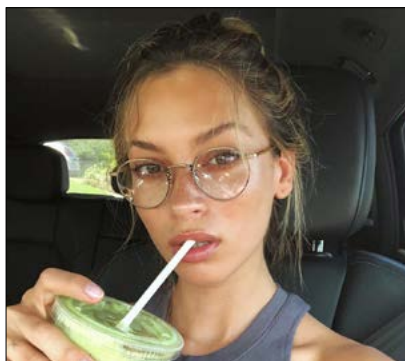
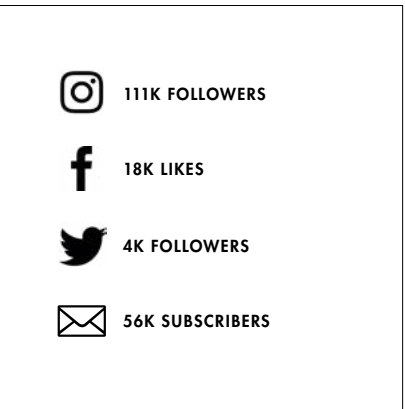


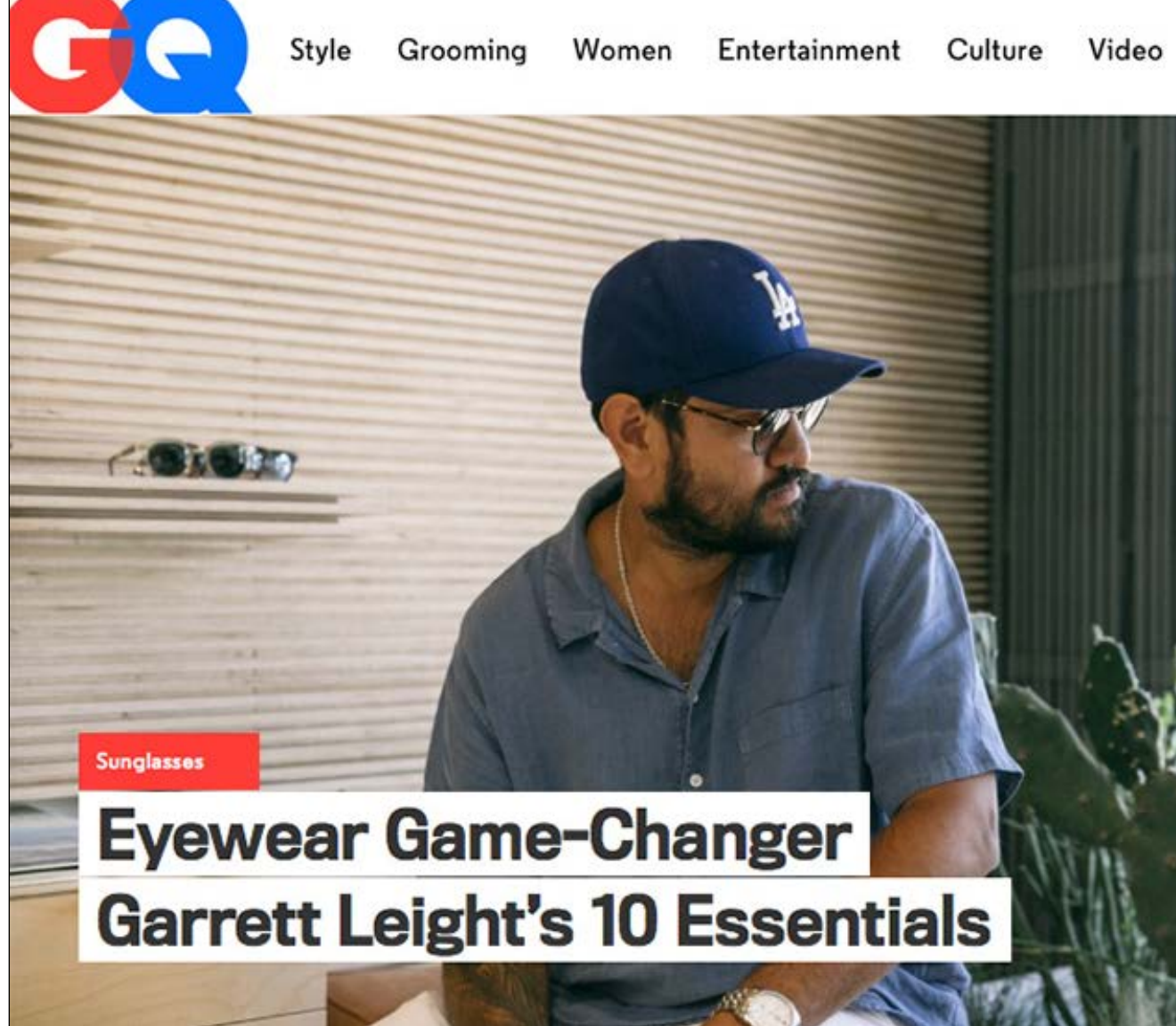
Spectacle of California, Garrett Leight's large format magazine, is a colorful mix of faces, places, and stories from Los Angeles and the Golden State.

Spectacle features some of the leading lights in art, architecture, music, food and fashion: California originals like surfing pioneer Joel Tudor and skateboarder/artist Kevin 'Spanky' Long; artists Billy Al Bengston, Jonas Wood and architect Thom Mayne; chefs Travis Lett and Kris Yenbamroong; and fashion stars Caroline Vreeland, Clare Vivier, Langley Fox and Rick Klotz.

The magazine is printed annually and distributed for free with online orders, at our stores, and in other fine retailers and shops.

Social Media





Celebrity





Flagships



ABBOT KINNEY

Where it all started for us in 2009 with Garrett's first shop, A. Kinney Court, down the road. The 850 square foot space includes an onsite optical lab offering onsite prescription lenses, custom cut sunglass lenses, and frame matting completed within an hour. The quick turnaround is in line with our belief in high quality service.

**1522 ABBOT KINNEY BLVD
VENICE, CA 90291**

LA BREA

Located on La Brea Avenue in the heart of LA, the 1000 square foot space includes our complete collection of acetate and metal frames and features interactive displays with images, music listening stations, and free copies of our Spectacle magazine. A complete optical lab was added in the summer of 2017, staffed by licensed opticians who can help you select the right style, customize your frames and lenses, and fill most prescriptions in an hour.

**165 SOUTH LA BREA AVE
VENICE, CA 90063**





HAYES

Located in the Hayes Valley neighborhood of San Francisco, the 900 square foot space integrates our minimalist style, natural material finishes, and a visual timeline of GLCO store models with the local architectural language of the City by the Bay. The centrally located, highly walkable Hayes Valley has become a destination for a creative community looking for a unique shopping experience and includes top American retailers, popular bars and restaurants, and open green spaces.

393 HAYES STREET
SAN FRANCISCO, CA 94102

GRAND

Located in the heart of SoHo, the 1100 square foot store features a custom shopping experience that allows customers to personalize their frames and includes a striking serpentine garden of cacti and succulents with bench seating, an analog vinyl listening station, and a lower level where GLCO opens the space to artists, musicians and events. In Spring 2017 we added a full optical lab onsite prescription lens, custom cut sunglass lens, and frame matting services.

**149 GRAND STREET
NEW YORK, NY 10013**





AUSTIN

Located in the South Congress neighborhood, this 700 square foot location brings on-demand frame and lens customization, one-hour prescription fulfillment (in most cases), and the store's focal point: a lighting system designed as an homage to the rich art centric culture of the city, inspired by the work of James Turrell, transforming into an immersive atmosphere throughout the day to mirror the transition of sunrise to sunset.

**1333 SOUTH CONGRESS AVE
SUITE 120
AUSTIN, TX 78704X**

Labs





Each of our retail locations provides a unique shopping experience, fully equipped with an optical lab staffed by licensed opticians who can help you select the right style, customize your frame and lenses, and fill prescriptions in an hour.





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