



GIGI HADID x VOGUE EYEWEAR SPECIAL COLLECTION 2019

(Milan, February 2019) Celebrating two incredibly successful years of creative collaboration, the new Gigi Hadid x Vogue Eyewear Special Collection takes us on a dream tour of the international supermodel's favorite fashion capital: New York.

Inspired by the many moods of the metropolis, and the people and places that make it her home, each style in the new collection was designed and named by Gigi herself and captures a moment in her life.

From the edgy retro-future reality of a "city that never sleeps" to the A-list glamour of exclusive Manhattan clubs, Gigi invites us to max-out on the latest trends with one-of-a-kind personality.

Framing her spontaneous it-girl style, the eclectic selection highlights the future-focused vision of contemporary women whose look says it all: be it a visor or wrapped shield, a petite metal cat-eye or dazzling low-cut shapes with uber-fashionable 90's style, this attitude-packed collection is everything you want it to be, and more.

This is how Gigi shows her Vogue. And how do you Vogue? #SHOWYOURVOGUE

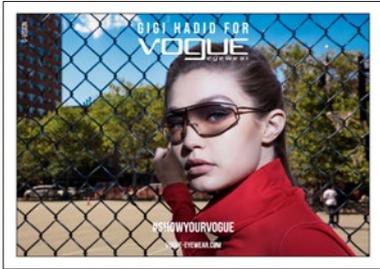


Fast forward with a twist: standing out against the speeding lights of city nights, this uber-glam style adds a retro-future twist to contemporary glamor. Driven by fast-track trends, its wrapped shape breaks all the rules, giving elegant silk satin powerful fashion status with one-of-a-kind style.

VO5257S – ZOOM IN

Night or day, this frame has it wrapped. Modeled on the high-energy pace of New York, this statement style defines the dynamic personality of hard-to-beat women with an avant-garde wrapped design and bold profiles. Glowing transparent catwalk colors, opal or white SKUS get tone-matched gradient and mirror shades for looks with total fashion appeal, classic black or havana define powerful style that knows no limits.





From the court to the catwalk, inner city protagonists play to win, and Gigi leads the trend with a look that covers every angle. Showing off her passion for sport with her inimitable go-get-it gaze, polished metal and the latest shades of cool frame Gigi's irreverent personality with "always ready to play" style.

VO4137S – G-VISION

Profiling casual city glamour with a playful edge, this geometric metal visor updates the retro-futuristic mood of the latest trends with sharp angles and eye-catching shades. Pairing directional full metal profiles with new tri-gradient lenses, the stand-out look is all about bounce-back fashion attitude that is made to play.



With her eyes set on the future, Gigi is never afraid to look back to the agency where it all started on: 23rd Street, New York City. Framing her sense of freedom and stand-out personality, this look reveals a unique perspective on iconic design with fresh, contemporary attitude.

VO4140 – 23RD STREET

A 'too cool for school' look gets a rich new color profile. Designed to make a statement, this larger than life optical frame transcends the trends with its own directional attitude. Taking the retro out of full metal, the deeper square shape and linear double bridge redefine original icons with a must-have, future-focused twist.



Riding the time-warp with must-have attitude, A-list glamor is always ready to dance like no-one is watching. Inspired by the exclusive nightclub scene of the city that never sleeps and edgy glamor of born-in-the-90's stars, when it's time to take the party to new highs Gigi knows exactly how to light up the night in dazzling style.

VO5280SB – SOHO

Born in the 90's and headed straight for the future, a new generation of glamor dazzles in style. Redefining a trend leader, cut-off rims and an extended lateral profile give this super-slim 90's-inspired shape a futuristic edge, while contemporary frame-lens color combos juxtapose catwalk transparencies, uber-glam total black and heritage havanas with trending solid lenses and sparkling Swarovski crystals for must-have fashion allure and a premium look and feel.





Whether she's on the subway or rocking the red carpet, for Gigi, retro-chic status is always a go-to. Revisiting this year's hottest trend, the one-of-a-kind personality of this petite, uber-feminine shape scales-down full metal style with an underground edge and a whole lot of sass, and Gigi knows exactly how to work it.

VO4138S – LAFAYETTE

Fusing this year's hottest trends, this new metal interpretation of the cat-eye is all about attitude. Revisiting retro-chic femininity with 90's-inspired rebel attitude, this petite frame scales-down full metal style with exclusive Gigi Hadid appeal. From candy puff to full-on metal tones, colorful rim profiles and trending saturated shades reinvent vintage design with contemporary appeal.



Like her aspirational alter ego, the glam-chic look of Bella is all about stand-out contrast with a mysterious hint of surprise. Always ready to show her Vogue, Gigi plays with the feminine allure of urban glamor, blending the minimal look of contemporary elegance with high-impact fashion style to maximum effect.

VO5283S – BELLA

Bold contrasts and intriguing layers make up the polished gaze of fashion protagonists who are always ready to take the spotlight. Pairing shimmering opal tones or playful graphic layers with intense lens colors and light mirror shades, this super trendy low-lens shape offers sensational style with a whole lot of personality. Choose from opal nude or light grey, total black or a high-impact pink-white-black combo for the look that fits your mood.



The sky's the limit: Highline. Shot against the vertiginous mirror walls of Manhattan, Gigi's everything-but-ordinary look reflects every shade of the skyline. Playing geometric angles off against a colorful flat shield lens shape, this vibrant, high energy look transports style of the latest urban trends.

VO5284S – HIGHLINE

Made for trendsetters of the future, Highline vamps up city style with fast fashion attitude. Keeping pace with the up-trending monoframe look, industrial lines and mirrored skyscrapers inspire the geometric angles and flat lenses of this edgy shield, while cool catwalk transparencies, graphic black or white frame eye-catching tri-gradient shades to define its daring color profile.





Playful and confident, fresh yet unfalteringly glamorous, this unique cat-eye shows off Gigi's passion for fashion as an expression of life with a perfect mix of Hi and Low. True beauty is more than style: it's not the way you look, it's all about the way you live. From late night sets in the coolest downtown clubs to the 24 hour deli, SUPER reveals the eclectic irreverence of New York girls who go where the fun takes them - never be afraid to #SHOWYOURVOGUE.

VO5282SB – SUPER



With its exaggerated angles and sparkling crystal décor, this bold interpretation of the season's hottest shape flaunts a dash of futuristic glamour and playful personality – this cat definitely has nine lives. Available in polished acetates, including rich tones of Havana, shimmering opals and bold white with trendy dark solid lenses, this look says it all.

Completing the new Gigi Hadid x Vogue Eyewear Special Collection are two day-to-night styles that bring glamour into every occasion, whether you're lighting up the dance floor or running the urban catwalk.

VO4139SB – TAURA



Playing with the retro-chic allure of a low-lens metal shape, this aspirational look loads up on super fashion appeal. Trending dark shades and sparkling Swarovski crystal brows offset polished metal tones, including feminine copper or rose gold, super sleek silver and rock-glam black for a look that is guaranteed to let a whole universe of fashion stars shine bright, night and day.

VO5281 – YOLA



With its original retro-chic, 50's inspired cat-eye shape – this petite acetate frame flaunts stunning new angles of contemporary glamour. Available in luminous acetate colorways – including sophisticated brown/gray havana, daring opal red and super-trendy transparent frames –, this distinctive look is all about owning the power of you: #SHOWYOURVOGUE in signature Gigi Hadid x Vogue Eyewear style.

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