

GARRETT LEIGHT CALIFORNIA OPTICAL

Brand Book
California Vision



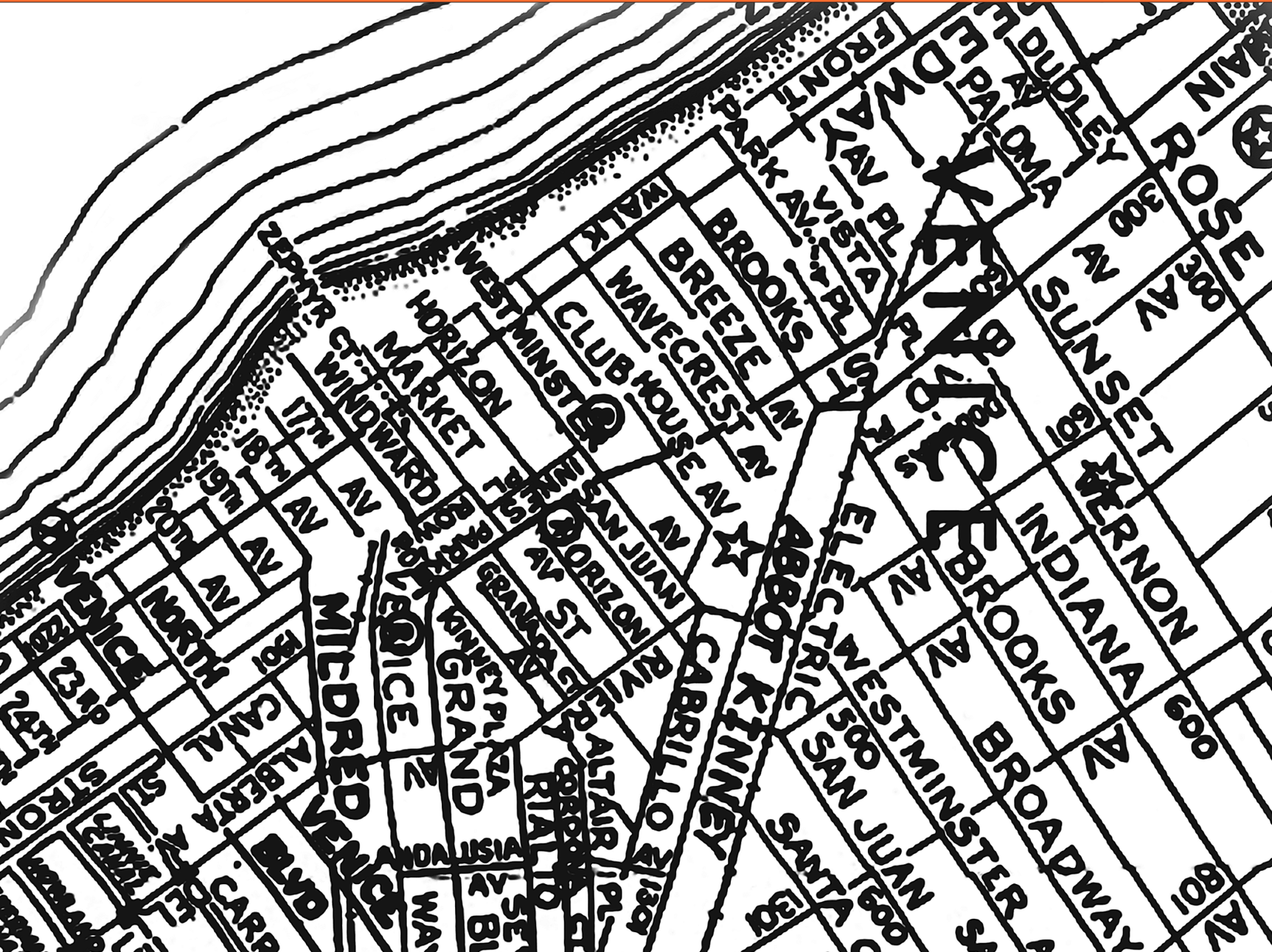
California Vision.

We see things differently

We think you’re about to see things differently. GLCO is a second generation optical-family based in Los Angeles, California. We have a global family of opticians, artists, designers, writers and creators.



90291


VENICE
MILDRED
VENICE
GRAND
ANDALUSIA
CARBRILLO
ABBOT KINNEY
ELECTRIC
WESTMINSTER
SAN JUAN
BROADWAY
INDIANA
VERNON
SUNSET
ROSE
BROOKS
BREEZE
WAVECREST
CLUB HOUSE
HORIZON
MARKET
WINDWARD
PARK
VISTA
PALOMA
DUDLEY
FRONT
WALK
ZEPHYR
NORTH
CANAL
ALBERTA
ST
AV
PL
BLVD

Founder: Garrett Leight

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 earned an athletic scholarship to Cal Poly San Luis Obispo and graduated with a degree in Journalism.

After college he worked at MTV, Gourmet Footwear, and Oliver Peoples, observing the development of his father's iconic designs firsthand.



In November 2009, Garrett opened up A. Kinney Court in his hometown of Venice Beach, California, to solve a simple problem: there were no opticians in the neighborhood. The shop saw immediate success thanks to great customer service, high-quality products, and an original and engaging environment inspired by California modernism, its styles, and the state's beautiful natural landscapes.

Garrett soon observed that there was room in the industry for premium handmade eyewear with a fresh and youthful perspective sold at an affordable price. Inspired by the state of the economy and perceiving strong customer demand, Garrett set out to create an original eyewear experience more valuable to the consumer than anything else on the market.

Over the next year Garrett and his team of three worked tirelessly to create this experience. In 2010, the first design samples arrived and the team hit the ground running. Their initial goals were simple: to open the best fashion retail stores in all the major cities of the world and secure press hits in the best publications.

After successfully opening Colette, Barneys, Bergdorf Goodman and garnering press mentions in Vogue, The New York Times, Women's Wear Daily among others, Garrett and his team started approaching optical accounts. In January 2011, Garrett packed sales kits and traveled Europe by train selling his goods. Language barriers aside, he made a strong impression with every store he walked into. The tour concluded at the MIDO Eyewear fair in Milan after one month and over 40 cities.

Upon his return to Los Angeles, the small team had over 100 orders to pack, ship and bill. Garrett realized they had something special on their hands. He rented a small office on Electric Avenue in Venice Beach and hired a few new team members.

The rest of the story can be read in this very document.

Brand Values

GL AND CO*

*COMMUNITY

Good energy is contagious. We’re proud to be in a community with people who love their respective crafts as much as we love ours.



SUN
BEERS
TACOS

SURF
SIGHT

We can count everything we
love on one hand

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, and photographers to create original content and share our unique voice across print and digital.

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.

Garrett Leight California Optical

Product.

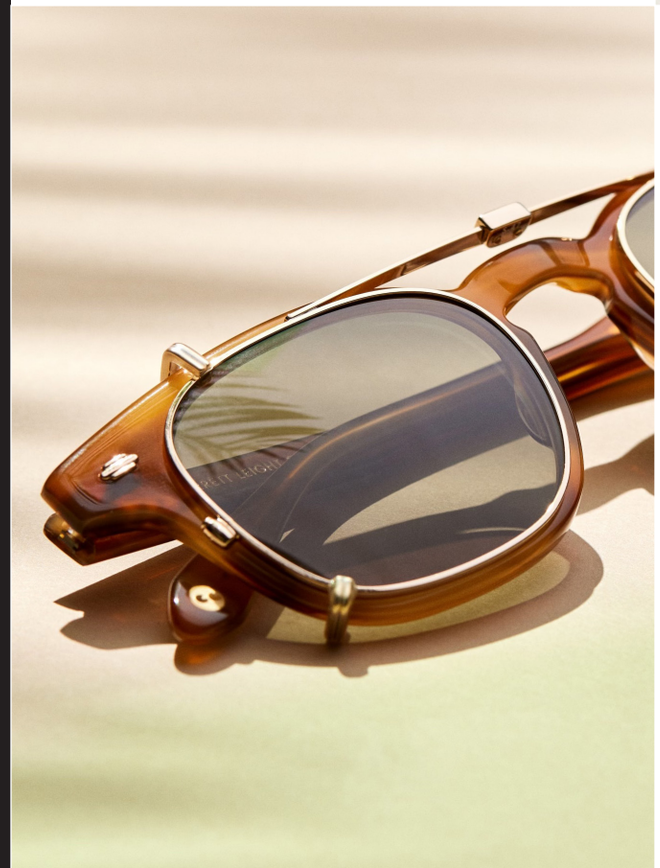
It’s everything.

GLCO uses the most exclusive, high quality materials from the best suppliers in the industry, with hundreds of years of experience. Our eyewear is designed at our studio in Downtown Los Angeles.

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

Our lenses are made of mineral glass and optical quality 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.

We take our development partnerships very seriously and demand a high standard of perfection 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.

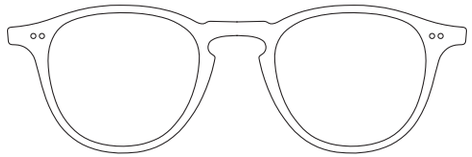



560 ST

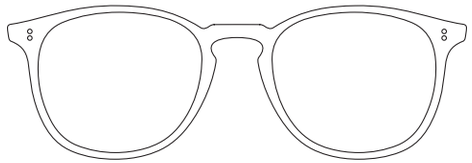
Forever Classics

These are our versions of the perfectly crisp white tee and tailored jeans: timeless pieces reinvented for today's audience. We look at classic shapes through a modern lens and redefine iconic silhouettes with contemporary fashions. They are forever.

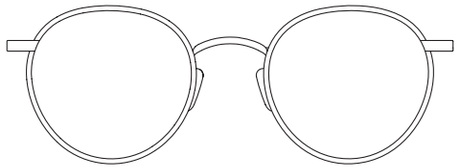
Hampton, Kinney, Wilson, and Brooks



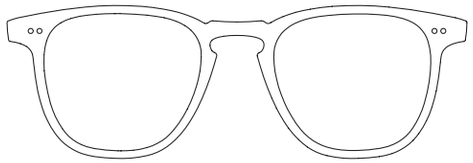
Hampton is from our original collection, a bestselling update to the classic P3 acetate frame style in an eclectic mix of acetates and lens colors



Kinney is an enduring style with classic proportions and a keyhole bridge in a diverse array of acetates



Wilson is an iconic round metal frame with Windsor rims and tortoise temples inspired by music legend John Lennon



Brooks is a popular square shaped acetate style from our first collection with a defined keyhole bridge with a range of acetate and lens pairings



Collaborations.

You know only great things will come from sitting in a room with your friends over coffee, sketch books, and design ideas. And when those friends have strong identities and points of view, all the fun is in seeing what comes from colliding our worlds. Our roster of collaborations is a testament to the joy and success to be had when working with like-minded people and brands.

André Saraiva
Clare V.
Elvis Presley Estate
Foot Joy
Heineken
Jenni Kayne
Kith
Malbon
Mark McNairy
Miles Davis
Mitchell & Ness
RIMOWA
Robert Geller
Ulla Johnson





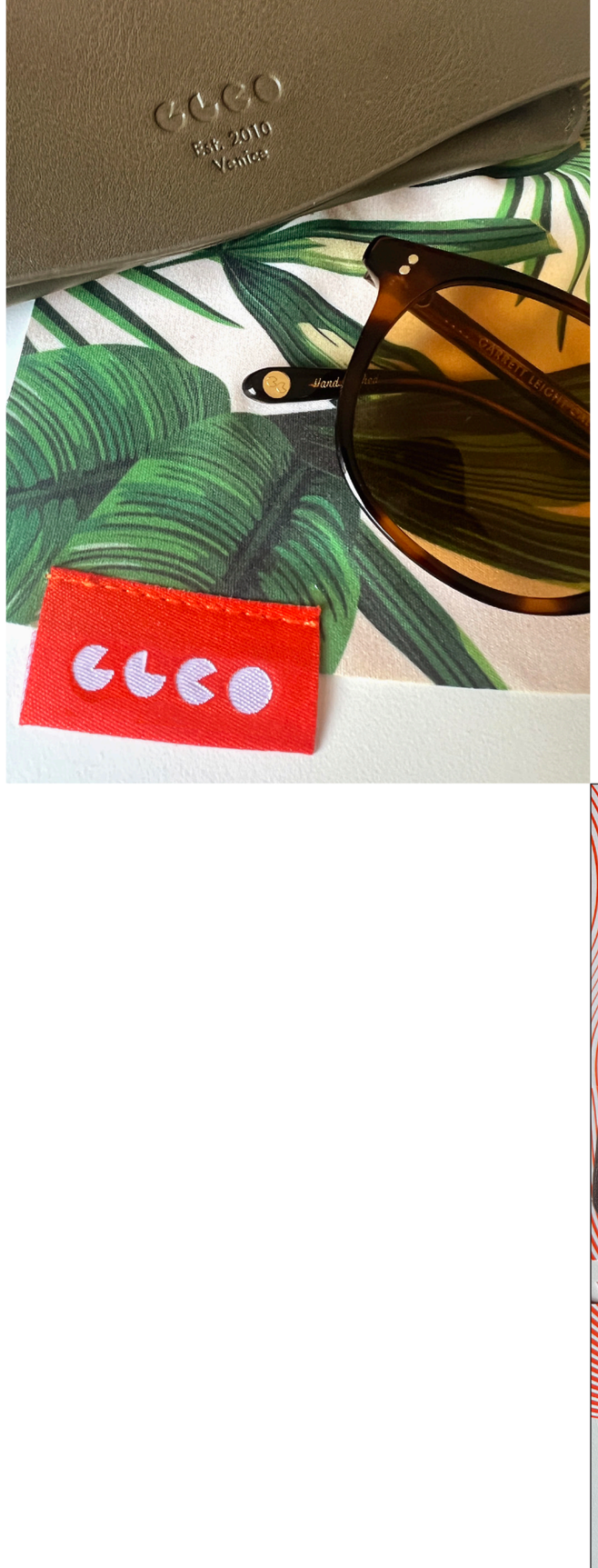

ORIGINAL SURF WAX
RIMOWA
VENICE
RIMOWA
°59′11.7″N 6°53′05
RIMOWA



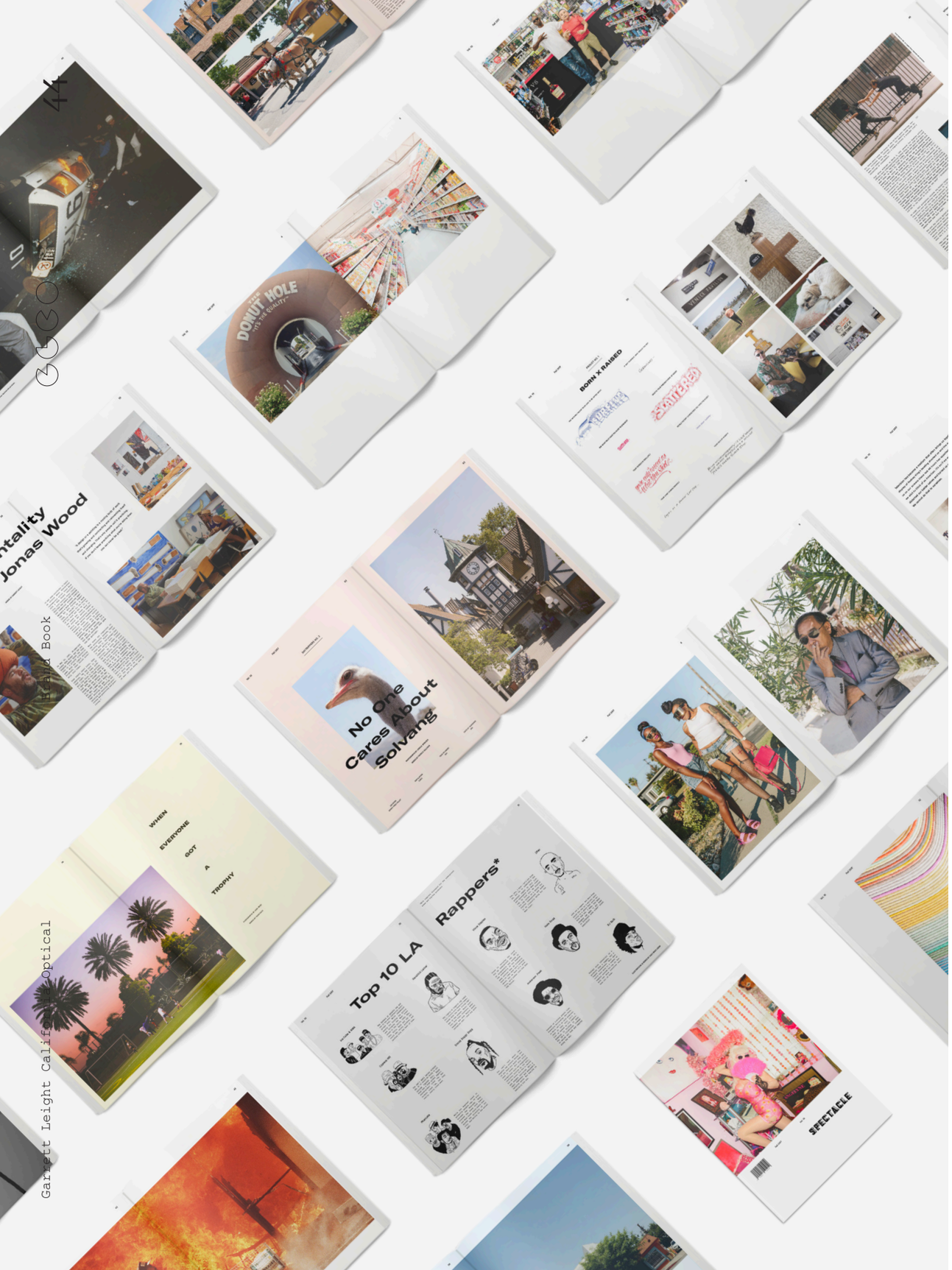
Packaging.

We believe that well designed packaging is an integral part of the consumer experience. Our strong brand DNA allows us to have endless opportunity to explore creative and compelling packaging ideas.

Careful consideration is given to the interaction between our consumer and the unveiling of our product, including the design of the case, cleaning cloth, shopping bags, e-commerce experience and everything in between.







Garnett Leight California Optical Lookbook

Spectacle Magazine.

This is our vision of California, in print. Our self-produced zine is a colorful mix of faces, places, and stories from our community.

Spectacle features some of the leading lights in art, architecture, music, food, and fashion.

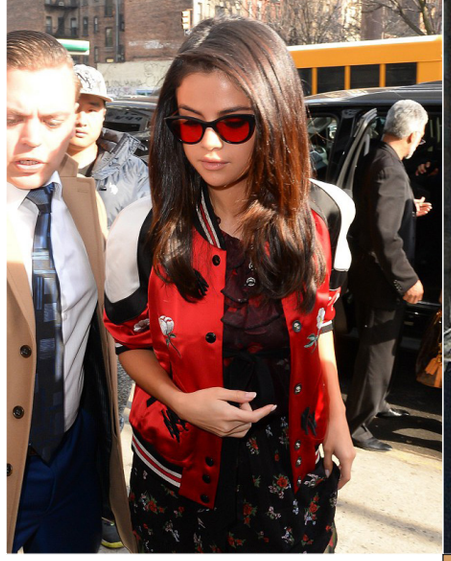
It’s heavy on visuals, puns, and inspiration.

Press Celebrities

GLCO is a favorite eyewear brand of celebrities and tastemakers around the world, including some of the most recognizable face in the entertainment, sports, and fashion industries.

The brand has been featured in Vogue, GQ, Elle, Vanity Fair, The New York Times, The Wall Street Journal, Monocle, and Esquire, which named Garrett one of "Los Angeles & New York's most influential people."

*All images for reference only.













Flagships



Garrett Leight California Optical

Flagships

Los Angeles

San Francisco

New York

Venice Beach



Austin



Toronto



Brooklyn



Mulberry




JOSH PESKOWITZ

LABS







GLCO Labs

Step into our world of custom eyewear innovation, care, and design.

Each of our stores includes a specially designed optical lab staffed by licensed opticians. We utilize revolutionary design tools and a rapid on-site crafting process that allows you to customize the finish and detail of your eyewear to create something truly unique.



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