

GENTLE MONSTER

SS21 PRESS RELEASE

Introducing Gentle Monster's 2021 pre-collection campaign 'VOID' depicting the brave embracement of the future. The campaign views 'void' as a space full of potential and the possibility to fill, and relentlessly heads toward it.

Discover the Gentle Monster 2021 pre-collection products with delicate yet solid design reflected through the 'void', a space infused with the real and the abstract.

South Korean eyewear brand Gentle Monster was established in 2011 based on the philosophy of high-end experimentation. Focusing on product, space, styling, campaign, and service, Gentle Monster aims to offer a radically new and innovative point of view for design. These principles are addressed in not only the design of their sunglasses, but also in the design of their retail spaces and creative projects.

Their refusal to be recognized as simply an eyewear brand is spoken in every frame, project, and store. The rapid growth in Gentle Monster's popularity has led the brand to be regarded as a major creative force. Each pair of sunglasses embodies a duality of being. Seeking to satisfy this duality found in every person and in everything, Gentle Monster attempts to uncover a place in between playfulness and elegance, delicacy and destruction, past and future.

KEY STOCKIST LIST

SELFRIDGES - LONDON

GALLERIES LAFAYETTE - PARIS

SKP-S - BEIJING

THE DUBAIL MALL - DUBAI

SSENSE - ONLINE/MONTREAL