



By Katerina K
Architecture
For The Face[™]

G Eyewear
Brand Kit
2026

Brand kit

WE BELIEVE PRESENCE IS
DESIGNED



The Designer

Katerina Kapellaki

Founder & Creative Director

As an architect and interior designer, **Katerina K** has always worked through proportion, structure, and atmosphere. She understands that form carries meaning — that balance creates power — and that beauty without intention does not endure.

George Mells — The “G” in G Eyewear

George Mells

CO-Founder & Strategic Leader

George M brings strategic leadership and operational intelligence to the house. With experience in senior state and national management roles, he understands that vision requires foundation — that excellence demands structure, and longevity demands clarity.





Mission

What sits upon the face alters posture, energy, perception. It frames not only vision — but identity. **G Eyewear was founded by Katerina K and George M** on the shared conviction that what frames the face shapes authority, confidence, and perception.

Vision

- **G Eyewear by Katerina K “Architecture For The Face”** . Each frame is designed with sculptural precision, refined materials and comfort engineering to create eyewear that becomes part of the wearer’s identity.
- G Eyewear is a luxury eyewear house that merges architectural design with refined materials and engineered comfort, creating eyewear that defines presence. on the front cover.

Brand Assests

The Core of Our Visual Identity Our logo is more than just a symbol—it is the visual anchor of our brand. It represents our core values, our commitment to innovation, and our promise to our community. Every line, curve has been carefully crafted to communicate who we are at a single glance.



Symbol



Logo Font



Primary Logo



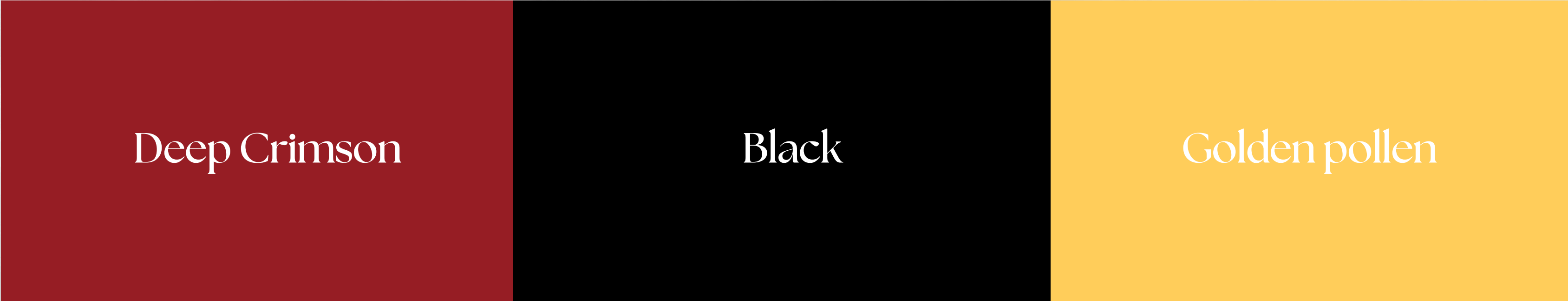
G Eyewear
By Katerina K

G Eyewear
By Katerina K



Colour Palette

The Palette - Our colour palette is a deliberate architectural choice for our brand visual landscape. It balances structured refinement with striking accents, curated to evoke trust, sophistication, and a timeless aesthetic across every touchpoint.

The image displays three rectangular color swatches arranged horizontally. The first swatch on the left is a deep red color, the middle one is solid black, and the third one on the right is a bright yellow. Each swatch contains its name in white text, centered within the rectangle.

Deep Crimson

HEX: #961D24

Black

HEX: #000000

Golden pollen

HEX: #FFCD5A

Frame the
world on
your own
terms.



Brand Objects & Audience

A peak behind the design curtain. Every curve, texture, and structural detail of our eyewear collections is intentional—crafted for those who view style as a personal signature. This is how we bring bold design to life for our community.

Our brand identity isn't just about the premium frames we create; it's about the people who wear them. We design for the visionaries, the trendsetters, and everyone looking to elevate their daily look with confidence.



Brand Positioning

G Eyewear is positioned within the luxury eyewear segment, targeting premium optical retailers, fashion boutiques and concept stores globally.

All G Eyewear frames are produced using **high-quality hardware** to ensure durability, comfort and structural integrity.



Materials & Craftsmanship

G Eyewear frames incorporate premium materials including **acetate**, **TR90 performance material**, **titanium** and **refined architectural metals**. In selected specialty collections, frames may include **18k gold elements** and precious stone accents.



Design Philosophy

The brand approaches **eyewear** as a structural and artistic form. Every frame is created with balance, proportion and presence, ensuring that each piece feels intentional and refined.



Comfort Engineering

G Eyewear frames are engineered for comfort and everyday wear. Through balanced frame geometry and lightweight materials, the frames sit comfortably on the face for extended periods.

The design focus ensures minimal pressure on the nose and temples, allowing the eyewear to be worn all day without leaving noticeable pressure marks.



Spectrum Of Lens Solutions

G Eyewear frames offer variety of configurations in lenses that provide you a abundance of categories to choose from.



- Standard
- Single Vision
- Progressive

- Photochromic
- Colour Tint
- Polarised

Prescription Lenses

Serving pure main character energy. Drama provided by the lenses. Explore our premium range of **prescription lenses**.



Clear Lenses

It's not just about how the world sees you—it's about how you see the world. Discover luxury range of **clear lenses**.



Sunglasses

Golden hour looks better from behind these lenses. Upgrade your daily view. Get our cool **sunglass** range that makes you stand out from crowd.



Coloured Lenses

Change your look, change your perspective. Who says frames have to be boring? Introducing a premium range of **coloured lenses**.



Gradient Lenses

Main character energy, activated. Block the glare, keep the stare with **gradient lenses** from G Eyewear.



Transition Lenses

Why blend in when you were born to stand out? Framing the world a little differently today. A vibrant range of **transition lenses** for you.



We do not chase trends. We study form. We refine proportion. We construct authority.



Brand Statement

Each frame is designed to accommodate both optical and fashion lens applications, allowing customers to personalise their eyewear to suit their lifestyle and aesthetic.



A close-up photograph of a woman's face, centered against a solid orange background. She is holding four different styles of Google Glass over her face, one above the other. The styles include gold-rimmed, olive green, tortoiseshell, and black frames. Each frame features a small yellow 'G' logo on the right temple. Her hands are visible on the sides, holding the frames in place. The woman has light brown hair and is looking directly at the camera.

Engineered for all-day
wear with no pressure
marks.

Brand Applications



G Eyewear is not made for everyone. It is created for those who understand that luxury is quiet power, confidence is intentional, and presence is something you choose — deliberately. This is the architecture of presence.



G Eyewear

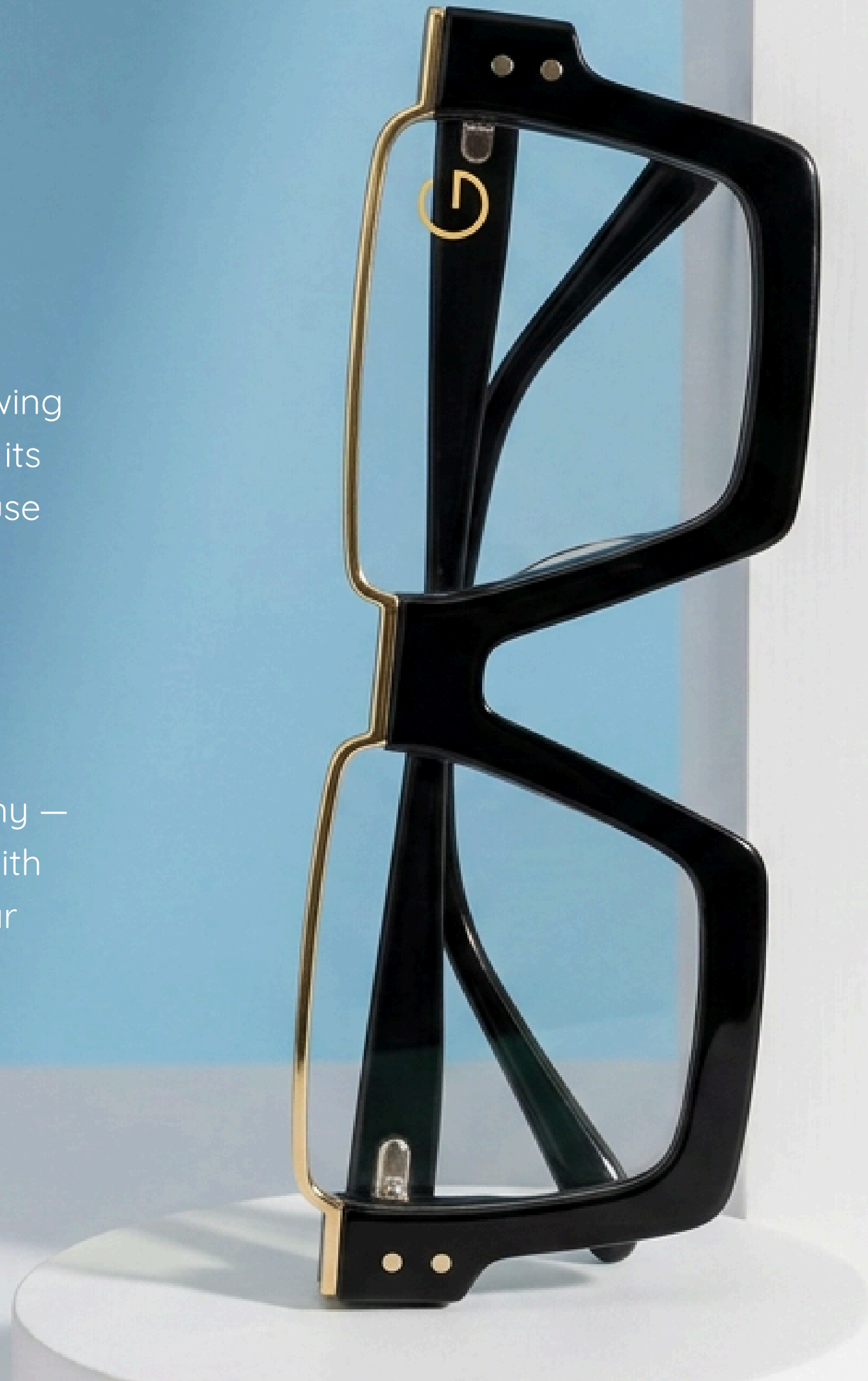
By Katerina K

In 2026, **G Eyewear** was proudly showcased at Melbourne Fashion Week, one of Australia's most prominent fashion events, highlighting the brand among emerging and established designers shaping the future of style.



These appearances reflect the growing momentum behind **G Eyewear** and its positioning as a modern design house redefining how eyewear frames presence, confidence, and identity.

As the brand continues to expand internationally, G Eyewear remains committed to its founding philosophy — combining architectural discipline with fearless elegance to create eyewear designed for the world stage.



G Eyewear
By Katerina K

Contact Information



Contact us

info@g-eyewear.com



Phone

+61 411 363 160



Website

www.g-eyewear.com



Address

Worldwide

G