

Spring / Summer 2024

CUTLER AND GROSS



Introducing
Desert Playground



“An actor does everything to become famous and then, when he succeeds, he puts on a pair of dark glasses so as not to be recognised.”

- Marcello Mastroianni



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COLLECTION INSPIRATION



“Palm Springs is a paradise of extraordinary beauty.”

- Frank Sinatra

Late 1950s, Palm Springs, California.

Backdropped by the majestic San Jacinto mountains, a Desert Oasis is at play. The sun beats down and bounces off the turquoise swimming pool, casting a rippling reflection of the glass-walled house above.

Fresh from The Racquet Club, the leisure-seekers charge their cocktail glasses and recline on a set of sun loungers. Hair voluminously coiffed, oversized sunglasses in place. The afternoon stretches languorously ahead.

Nestled a two-hour drive away from Hollywood, Palm Springs provided the glitterati with an escape from the paparazzi's flashing lights and gossip-column chaos. Frank Sinatra, Cary Grant, and Marilyn Monroe would slip away to their hideaways – glass, flat-roofed masterpieces constructed by the likes of Albert Frey and Richard Neutra.

Our latest collection pays homage to this sun-drenched, glittering epoch. The inimitable frames reflect the cinematic grandeur of 50s Hollywood and draw inspiration from the Modernist architecture of this bygone era, frozen in time by Julius Shulman's photography.

Introducing 8 styles – 7 opticals and 5 sunglasses – the collection intertwines classic and contemporary silhouettes with the architectural magnificence of Palm Springs. In so doing, it presents a curation of frames that are nothing short of iconic.





THE CAMPAIGN

Desert Playground By Frederic Auerbach

Our latest campaign is lensed like a mise-en-scène that captures the languid allure of Palm Springs.

The golden sunshine illuminates our two protagonists, who while away the hours by the pool in silken gowns and oversized sunglasses. Cloud-less skies and time-tall palm trees are balanced by the sharp geometry of the Modernist house in which the campaign is set.

To capture the mood, we called upon internationally acclaimed photographer Frederic Auerbach. The Swiss-born, LA-based creator is renowned for his sensational shots of Hollywood's elite, including the likes of Sharon Stone, Kate Winslet, and Natalie Portman.

Scan to watch the campaign film.





OPTICALS



1409



The 1409 optical looked to the winged frames worn on the silver screen in the 50s and 60s. A curved browbar and flattened edges subvert expectations, while precisely placed nose pads create a universal fit. Oyster pins add polish to the frontal.

Available in Black, Dark Turtle, Joshua Green and Sand Crystal.



CGOP-1409-49-01
Black



CGOP-1409-49-02
Dark Turtle



CGOP-1409-49-03
Joshua Green



CGOP-1409-49-04
Sand Crystal

1410



The geometry of mid-century Modernist architecture informed this square optical. It is handcrafted with a straight browbar that juts down at the nose bridge. Angular lugs are mirrored by an unexpected slant at the lens edge, while Minimal II temples complete the design.

Available in Black, Dark Turtle, Sand Crystal and Classic Navy Blue.



CGOP-1410-51-01
Black



CGOP-1410-51-02
Dark Turtle



CGOP-1410-51-04
Sand Crystal



CGOP-1410-51-03
Classic Navy Blue

1411



Square, angular frames worn in 1960s cinema set the scene for this optical. It is handcrafted with a straight browbar and slanted lugs, creating the impression of a genderless cat-eye. Chamfering adds depth to the design, which is threaded with this season's Modernist core wire.

Available in Black, Dark Turtle, Deep Blue and Joshua Green.



CGOP-1411-48-01
Black



CGOP-1411-48-02
Dark Turtle



CGOP-1411-48-04
Deep Blue



CGOP-1411-48-03
Joshua Green

9241

Beloved by the 1950s glitterati, the cat-eye is frozen in time on the silver screen and paparazzi shots from Palm Springs. The 9241 optical celebrates its glamorous past while ushering in a new present, sculpted with a curved browbar that dips down into a minimalist bridge.

Available in Dark Turtle, Prawn Cocktail, Joshua Green and Blue on Black.



CGOP-9241-52-02
Dark Turtle



CGOP-9241-52-03
Prawn Cocktail



CGOP-9241-52-04
Joshua Green



CGOP-9241-52-01
Blue on Black



9261

The mood of 1950s Hollywood, an era of effortless style and dazzling allure, is distilled into the 9261 optical. It is shaped to an Americana-inspired profile with a rounded chamfered browline that swells around the lenses. The sleek silhouette is polished to perfection – a 96-hour process.

Available in Black, Old Brown Havana, Olive and Humble Potato.



CGOP-9261-48-01
Black



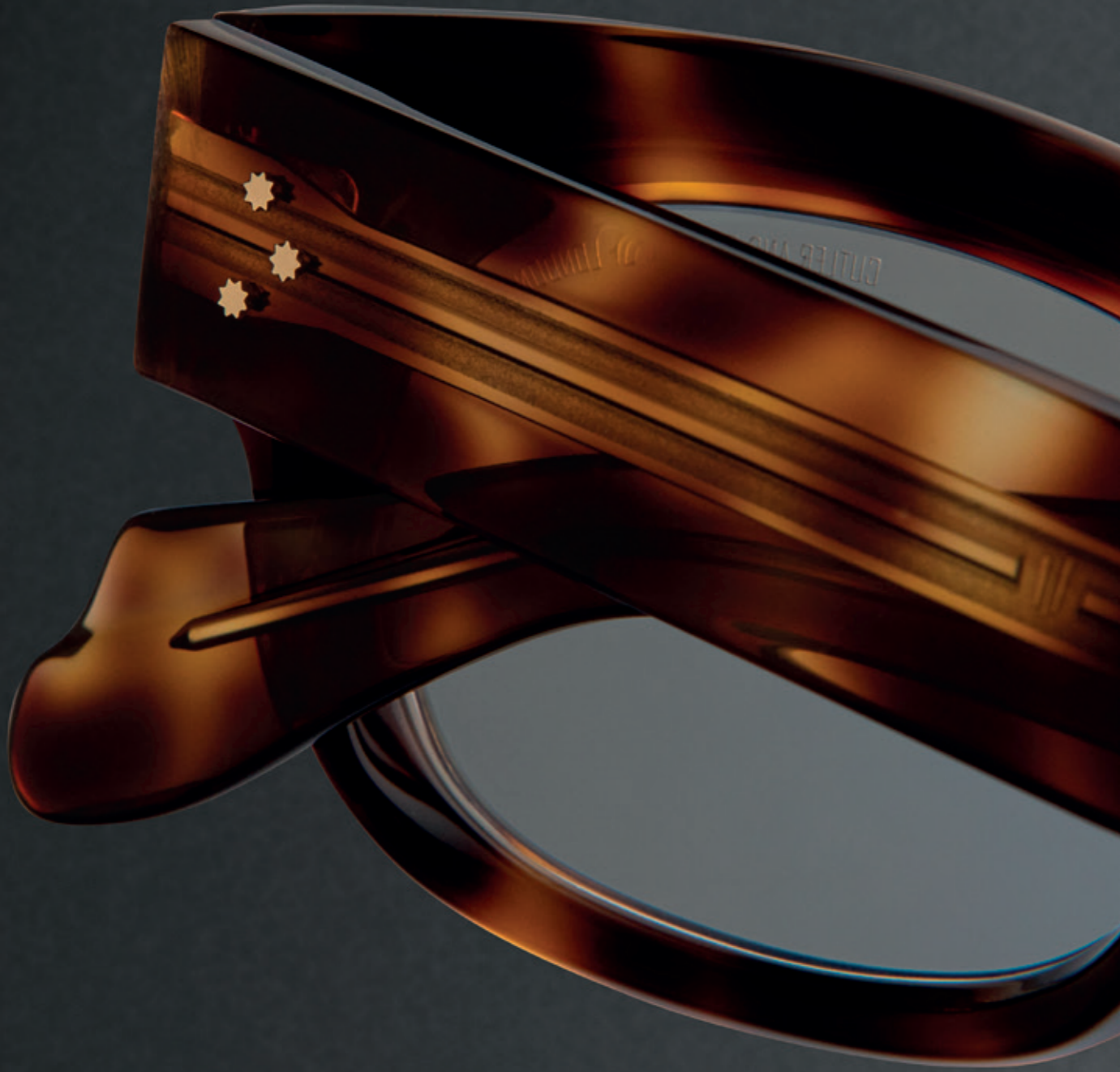
CGOP-9261-48-02
Old Brown Havana



CGOP-9261-48-03
Olive



CGOP-9261-48-04
Humble Potato



9324 9690



Sculpted to a maximalist octagonal design, the 9324 optical pays homage to the cinematic allure of Sophia Loren and 1950s Hollywood. It is handcrafted with unprecedented 25mm-thick temples that are lightened with chamfered crystal edges. This season's Modernist core wire structures the temples.

Architectural chamfering and Modernist core wire detail the 9690 optical and nod to the inspirations behind the design: Palm Springs in the 1950s. It is handcrafted with chunky temples and balanced with stable 7-bar hinges.

Both available in Black on Crystal.



CGOP-9324-56-01
Black on Crystal



CGOP-9690-53-01
Black on Crystal



CGOP-9690-53-01
Black on Crystal

SUNGLASSES



9261

The 9261 sunglass takes the 1950s classic Americana frame in a new direction. Chamfering lightens the browline, which swells softly around the lenses before culminating in Fender temples. A sleek silhouette, polished to perfection over the course of 96 hours.

Available in Olive on Black, Olive, Humble Potato and Old Brown Havana.



CGSN-9261-50-01
Olive on Black



CGSN-9261-50-03
Olive



CGSN-9261-50-04
Humble Potato



CGSN-9261-50-02
Old Brown Havana



9324

A maximalist sunglass that pays homage to the cinematic allure of Sophia Loren and 1950s Hollywood. The octagonal design is handcrafted with unprecedented 25mm-thick temples that are lightened with chamfered edges. It is detailed with our signature Oyster pin and threaded with this season's Modernist core wire.

Available in Black, Dark Turtle and Joshua Green.



CGSN-9324-56-01
Black



CGSN-9324-56-02
Dark Turtle



CGSN-9324-56-03
Joshua Green



9495

Shaped to a curved 6-base silhouette, this sunglass required our artisans to unearth specialist techniques from the 60s. The determined, blocky profile has been cut away at the browbar and chamfered with tilted edges. Detailed inside and out, the frame has been intricately milled around the lenses.

Available in Black, Sand Crystal and Black on Havana.



CGSN-9495-53-01
Black



CGSN-9495-53-03
Sand Crystal



CGSN-9495-53-02
Black on Havana





9690

Sunglasses

This distinguished sunglass is an amplified take on the bestselling 9690 optical, reworked with larger lenses. It is handcrafted with chunky temples and stable 7-bar hinges. Architectural chamfering and Modernist core wire nod to the inspirations behind the design: Palm Springs in the 1950s.

Available in Black, Dark Turtle and Humble Potato.



CGSN-9690-53-01
Black



CGSN-9690-53-02
Dark Turtle



CGSN-9690-53-03
Humble Potato



Limited Edition

Sunglasses

24K Gold-plating transforms this sunglass into a Limited Edition collectable. It is shaped to a curved 6-base silhouette that required our artisans to unearth specialist techniques from the 60s. The determined, blocky profile has been cut away at the browbar and chamfered with tilted edges. 24K Gold-plated Modernist core wire adds impact to the temples.

Available in highly limited numbers.



CGLE-9495-53-01
Black



CGLE-9495-53-01
Black

CUTLER AND GROSS

Colour Studio





9324

Sunglasses

A maximalist sunglass that pays homage to the cinematic allure of Sophia Loren and 1950s Hollywood. The octagonal design is handcrafted with unprecedented 25mm-thick temples that are lightened with chamfered edges. It is detailed with our signature Oyster pin and threaded with this season's Modernist core wire.

Available in highly limited numbers.



CGSN-9324-56-B2
Blue on White



CGSN-9324-56-B2
Blue on White

TONY GROSS

“People who need glasses don’t have to feel separated from glamour.”

GRAHAM CUTLER

“My idea of design is a little old-fashioned. It should be practical, functional, then look good – in that order.”

ABOUT US

Cutler and Gross was founded on the principle that when it comes to eyewear, it's not just about how we see the world, it's about how others see us. For over 50 years now, we have been at the forefront of optical design - as trailblazers, disrupters and pioneers whose legacy has been much imitated, but never surpassed.

A brand built on friendship, it was established by opticians Mr Cutler and Mr Gross in 1969. Thanks to word of mouth, what began in London's Knightsbridge as a small but innovative bespoke service soon became a fully-fledged mecca for artists, rock stars, writers, and royalty. Together, the pair created the perfect balance between taste and technicality, quickly cementing their reputation as industry leaders in eyewear.

By making glasses fashionable, they altered the faces of generations. With every carefully sculpted curve, line or shape, their elegance, character, and magic have the power to transform people. Cutler and Gross didn't just make glasses – they were optical architects in pursuit of a product so intrinsically iconic that no external logo or branding was necessary.

Made in Italy by experienced craftspeople who champion the art of making every frame individually, our methodology breaks the mould – in more ways than one. Hand-crafted excellence, the finest raw materials, and a seemingly endless enthusiasm to manufacture styles that celebrate the clarity of vision has made sure Cutler and Gross remains as relevant today as ever.

cutlerandgross.com | [@cutlerandgross](https://www.instagram.com/cutlerandgross)

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